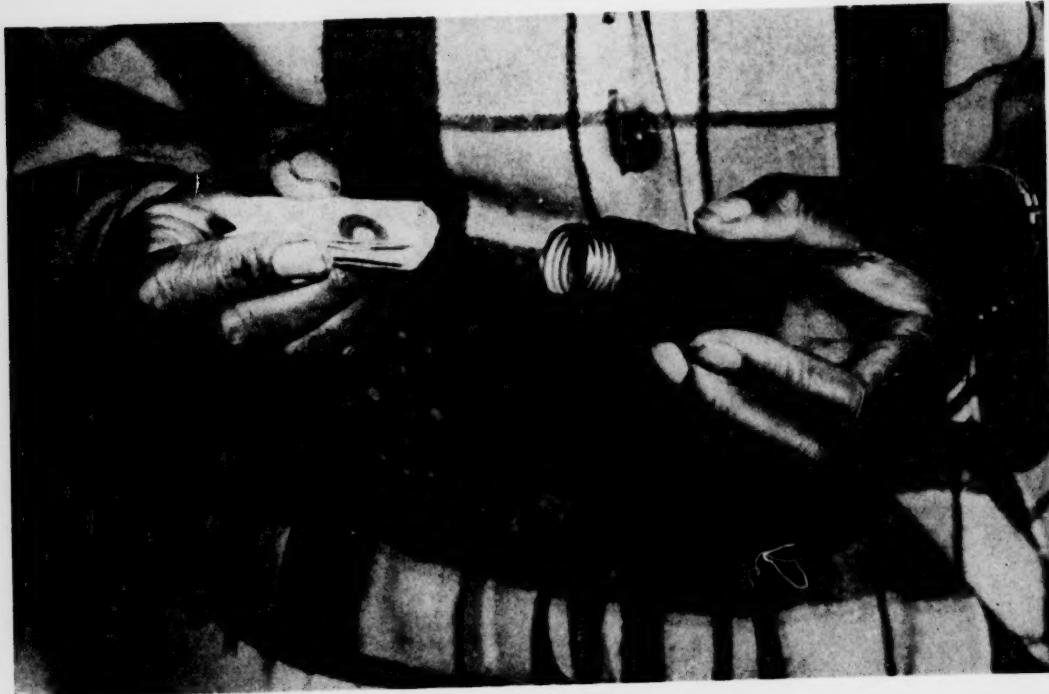


Starchroom





**Experienced press operators will tell you they
can do faster, better work on shirts wheel sized
with Velvet-Rainbow. Operators say:**

"they are easier to handle . . ."

"lays on presses are easier to make . . ."

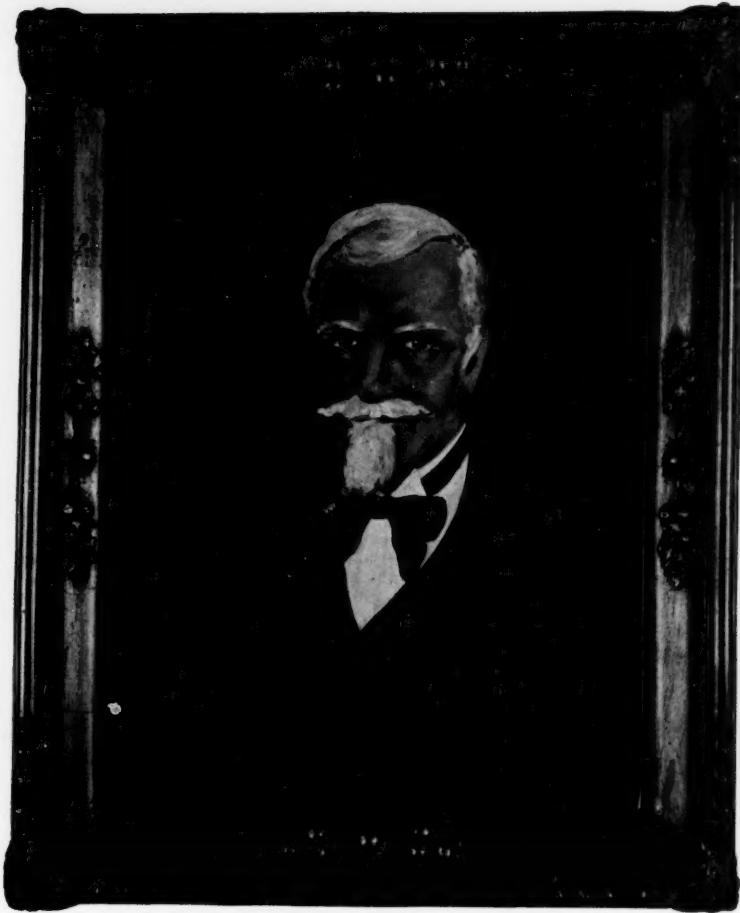
"collars and cuffs dry faster . . ."

"they fold easier and better . . ."

"we can do more—and do them better . . ."

THE HURON MILLING COMPANY

General Sales Offices: 9 Park Place, New York City 7 • 160 E. Illinois St., Chicago 11 • 383 Brannan St., San Francisco 7 • Factories: Harbor Beach, Michigan



Everybody Knows
Col. COTTONBLOSSOM

The Cottonblossom Trade Mark identifies laundry textiles of quality and dependability . . . manufactured by Southern Mills, Inc. . . . and sold exclusively by leading laundry supply jobbers everywhere.

COTTONBLOSSOM: COTTON NETS NYLCOT NETS COVER CLOTH COVER DUCK PRESS PADS
PRESS COVERS FEED RIBBONS SHEETING PADDING FLANNEL WONDRESS IRONER PADS

SOUTHERN MILLS, INC.

ATLANTA

NEW YORK

CHICAGO

DETROIT

LOS ANGELES

DALLAS



PUBLISHED MONTHLY SINCE 1894

JAMES A. BARNES

Editor

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READER'S GUIDE

VOL. LVIII, No. 3, MARCH 15, 1951

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Raymond M. Gunnison, Chairman of the Board; Gaylord Donnelley, Vice Chairman of the Board; David L. Harrington, President and Chairman of the Executive Committee; Arthur H. Bamforth, Vice-President; Curtiss E. Frank, Vice-President and General Counsel; Albert M. Andersen, Vice-President; Harry W. Warner, Secretary and Treasurer. **Eastern Advertising Offices:** 304 East 45th Street, New York 17, N. Y.; Tel.: Oregon 9-4000. William S. Crompton, Manager. **Midwestern Advertising Offices:** 20 N. Wacker Drive, Chicago 6, Ill.; Tel.: Franklin 2-9566-87. Edward W. Korbel, Manager.

AN EDITOR'S MEANDERINGS

YOUNG BILL McBRIEN of the Holland Laundry, Philadelphia, recently made the remark that a new aptitude test for applicants seeking employment in his town is being tried. The laundry runs a "help wanted" ad in the local newspaper. If they receive a reply, they know the applicant can read. If the reply comes over the telephone, what with Philadelphia's complicated dial system, they know the applicant has manual dexterity. If the applicant can climb the stairs to the laundry's second floor employment office, they know he or she is physically fit for employment.

Bill was careful to point out that this technique is *not* being used at his plant! However, it is a humorous commentary on a manpower situation which may become critical by next summer—if such a development can be considered humorous.

It is easy to hear much talk about the growing manpower shortage, and yet it is not so easy to put your finger on specific situations where it is acute. For instance, a recent trip to Chicago brought us in contact with many people in different industries in the midwest. They were all alarmed at the high rate of labor turnover. The daily newspapers carried page after page of "help wanted" ads for workers in defense plants. The situation must be bad for laundry operators. Yet, in every laundry plant visited, we found this story. We were told that the labor situation *is* tough but workers are still to be found if management makes a concerted effort to locate them. Could it be that our industry learned the sad experience of World War II and is today benefiting from it? We hope so.

Many business men gain their only impression of our industry and the service it can render from the hotels they visit on business trips. This is unfortunate but true. How many times have you heard traveling men complain about the poor service a hotel gives them on their shirts? They do not realize that they are condemning only a small segment of our industry. In fact, in most cases they aren't even talking about the larger segment of the industry—the kind of professional laundries back in their home towns who are prepared to give his wife the finest service there is. Yet these traveling men continue to "gripe" and, in so doing, create the impression that the laundry industry is incompetent and undeserving of their patronage.

Fact is, we had our shirts done in a Chicago hotel just the other day. The work was as satisfactory from every point of view as any we have ever seen—and it was returned within 24 hours. On the same day we overheard a group of traveling men complain that they couldn't get their shirts done in that hotel promptly enough to suit them!

Funny how we Americans like to complain, isn't it?—*Jim Barnes*



How to keep filter pressures low and profits high

Keeping filter pressures low for a maximum period of time—and so keeping cleanouts to a minimum—is essential to the economical operation of your solvent recovery system.

Thousands of dry cleaners have found that this can best be accomplished with Hyflo*, the original high speed filter powder.

The secret of Hyflo's effectiveness lies in the fact that it is composed of tiny particles that build up an open, porous "cake" on the filter screen. This Hyflo cake is fine enough to trap out all the suspended impurities from the solvent, yet sufficiently porous to prevent clogging. As a result, the clean, clear solvent flows through freely and at high speed. Filter pressures stay low longer, shutdowns for cleaning filter screens are reduced.

This means faster cleaning . . . faster rinsing . . . more thorough cleaning . . . a reduction in odor troubles . . . and greater solvent economies because the solvent stays clean longer, requires distilling less often.

If you want to find out more about Hyflo and how to use it correctly, ask your dealer for a copy of the 48-page Dry Cleaner's Handbook. It will also tell you how to keep your filter system operating at top efficiency. Johns-Manville, Box 290, New York 16, N. Y.

*Reg. U. S. Pat. Off.

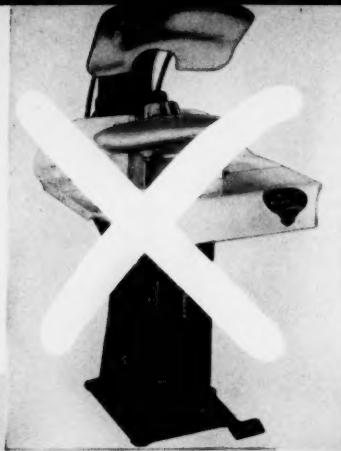
JOHNS-MANVILLE
JM PRODUCTS



Johns-Manville

HYFLO

the original high speed Filter Powder



Glengrey's Says...

You're

"SURE," Unipress builds a separate yoke press."

"SURE," Unipress builds a two-girl four press shirt unit."

...with all the



FEATURES

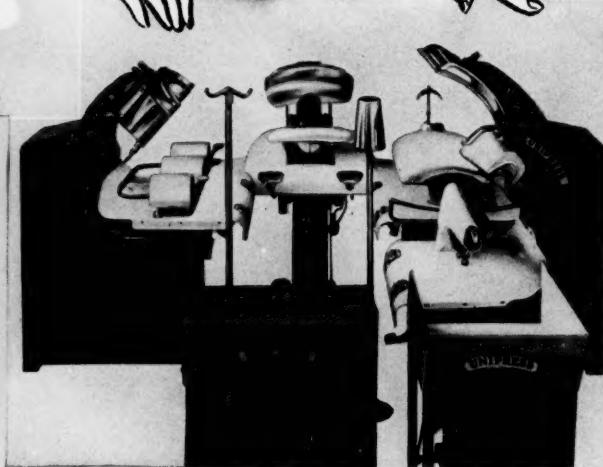
But.

UNIPRESS YOKE PRESS

For over 15 years, Unipress has built high-production power operated yoke presses for laundries. The model 195Y is used in Unipress three and four girl units and features floating buck, gliding action, and fewer moving parts.

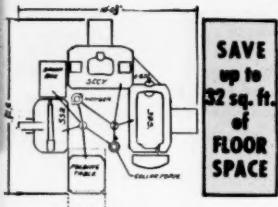
UNIPRESS 2 GIRL 4 PRESS SHIRT UNIT

Unipress four press shirt units have been available to laundries for many years. All presses are ruggedly constructed, use fewer moving parts and give long life with minimum maintenance.

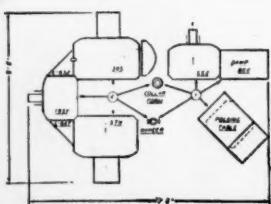


Check...

THESE UNIPRESS TWO-GIRL THREE-PRESS SHIRT UNIT ADVANTAGES. DISCOVER AS THOUSANDS OF LAUNDRY OWNERS HAVE, THE MANY ADVANTAGES OF THE TWO-GIRL THREE PRESS UNIT OVER ANY TWO-GIRL FOUR PRESS UNIT!



SAVE
up to
32 sq. ft.
of
FLOOR
SPACE



IT'S AS
SIMPLE AS



QUALITY



FINISHING. Unipress two-girl three press unit produces more top quality shirts. Unipress gliding action always provides the satin smooth finish your customers like.



SAVED. Unipress two-girl three press unit saves up to 32 square feet of floor space.

STEPS



Unipress two-girl three press unit saves over 4,000 steps per day according to recent survey reducing operator fatigue and increasing production.

GREATER PRODUCTION. Fewer steps, less operator fatigue and less drying out of shirts, add up to increased shirt production. Look what extra shirt production means to you:



5 extra shirts per hr. @
20c per shirt equals \$1
per hr, \$8 per day, \$1,600
per year.



10 extra shirts per hr. @
20c per shirt equals \$2
per hr, \$16 per day, or
\$3,200 per year.

SMALLER INVESTMENT. Unipress two-girl three press unit uses combination collar, cuff, and full yoke press saving the cost of a separate yoke press. This means a smaller investment for you.

why nine out of ten laundry owners prefer the Unipress
two-girl three press shirt unit.

always MONEY AHEAD WITH
UNIPRESS
 LAUNDRY EQUIPMENT

SCCY-B*

SS-2

WHY PAY FOR
 AN
**EXTRA
 PRESS**

...when three presses
 give you more quality
 shirts per hour
 per operator.

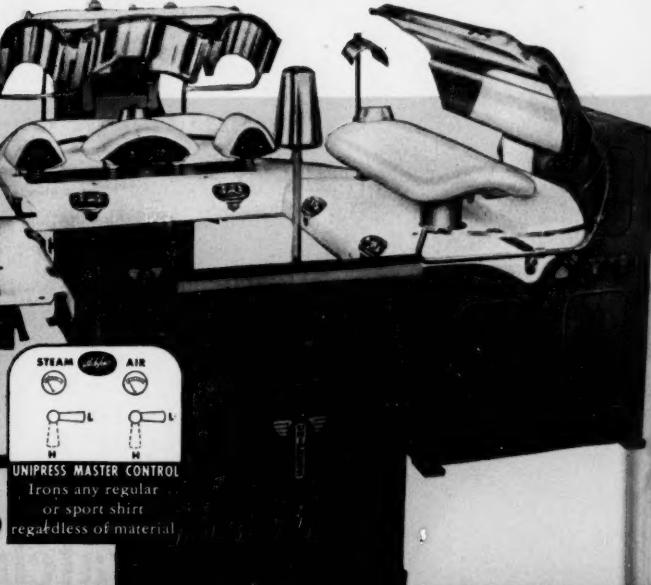
The Unipress *SCCY-B irons cuffs
 collars and full yokes in two
 fast easy lays

... handles up to 90 shirts
 per hour



FIRST LAY
 Collar and Cuff
 Lay on Unipress
 SCCY-B Press.

SECOND LAY →
 Full Yoke Lay
 on the Same
 - Unipress SCCY-B
 Press.



As simple as

A B C when you compare the top quality . . . the floor space savings . . . the saving of steps . . . the reduction of operator fatigue . . . and the increased production:

Everything points to the Unipress two-girl three press shirt unit as being the finest buy today. That's why nine out of every ten Unipress customers prefer the Unipress two-girl three press shirt unit.

You'll agree with the thousands of satisfied Unipress users we are sure

after you have made your own comparison.

Step up your production of top quality shirts and lower your operating costs today. Write for your copy of the new Unipress two-girl three press shirt unit catalogue now.

Mail this Coupon Today!

THE UNIPRESS COMPANY
 3000 LYNDALE AVENUE SOUTH
 MINNEAPOLIS, MINNESOTA
 Phone LOcust 2615

Please send us your free catalog describing
 The Unipress two-girl three press unit.
 The Unipress two-girl four press unit.

Firm name _____

Your name _____ *Title* _____

Address _____

City _____ *Zone* _____ *State* _____



The

Manufacturers of Laundry Power Presses and Equipment
UNIPRESS

Company

2-GIRL SHIRT UNITS
 1-GIRL SHIRT UNITS
 WEARING APPAREL UNITS
 ROTO-MATIC UNITS
 OVERALL UNITS
 LINEN SUPPLY UNITS

2800 LYNDALE AVENUE SOUTH
 MINNEAPOLIS 8, MINNESOTA
 Phone LOcust 2615

Distributors in All Principal
 Cities in the United States
 and Canada and Foreign Countries



IVAN is watching you

IVAN is a dyed-in-the-wool Communist. There are only 6 million party members like him in all Russia, yet these Communist brass-hats enforce the iron dictatorship of the Kremlin over 200 million Russians.

He's sold to the hilt on Red ideas. Which means he's out to get you. He believes it's either you or him . . . that the world is too small for both.

Ivan is working hard to beat you down. He has a big head start.

Right now he's got you in a bad spot.

Ivan is afraid of only one thing.

He fears your ability to out-produce him in guns, tanks, planes.

Frankly, he doesn't think you value your free system enough to do it . . . to make willingly the sacrifices he has squeezed out of the Russians.

But he's wrong!

Because you and all of us have set out

to build more and better weapons—to do it faster all the time.

We must use every bit of know-how and inventive skill we have to improve our machines and methods—to turn out more and more for every hour we work. Only in this way can we become militarily strong.

But we've got to supply essential civilian

needs as well. We can't allow needless shortages to take prices skyrocketing and lower the value of our dollar.

Sure, that means sacrifices for everybody. But doing this double job well is the only sure way to stop Ivan in his tracks—and to save the freedoms which are ours and which he has never known.

FREE . . . this important booklet tells you how our American System Grew Great



MAIL THE COUPON—
The Advertising Council, Inc., 25 West
45th St., Dept. B, P.
New York 19, N.Y.

How Americans developed better machines, power and skills to build a great nation . . . Why we have been able to produce constantly more per hour . . . How this has given us the world's highest living standard.

How we can meet today's challenge—Why we must expand our productive capacity . . . supply arms and essential civilian needs, too. Read how this dynamic process works in free booklet, "The Miracle of America," endorsed by representatives of management and labor. Send for your free copy today!

Name _____

Address _____

Occupation _____

This advertisement, approved by representatives of management, labor and the public, is published in the national interest

THE STARCHROOM LAUNDRY JOURNAL

When writing to advertisers please mention The STARCHROOM LAUNDRY JOURNAL



THE BETTER WE PRODUCE
THE STRONGER WE GROW

**THERMOTEX
REX!**
*king of
cover cloths...*



ESTABLISHED 1851
H. Kohnstamm & co., inc.

- 89 PARK PLACE, NEW YORK 7
- 11-13 E. ILLINOIS ST., CHICAGO 11
- 4735 DISTRICT BLVD., LOS ANGELES 11



ATLANTA • BALTIMORE • BOSTON • BUFFALO • CINCINNATI
 CLEVELAND • DALLAS • DENVER • DETROIT • HOUSTON
 INDIANAPOLIS • JACKSONVILLE • KANSAS CITY, MO. • MEMPHIS
 MIAMI • MINNEAPOLIS • NEW ORLEANS • OMAHA • PHILADELPHIA
 PITTSBURGH • ST. LOUIS • SAN ANTONIO • SAN FRANCISCO • SEATTLE



Starchroom Editorial

THE MARKET IS THERE--LET'S GO AFTER IT!

WHAT household task or chore do you dislike doing the most?"

When women were asked that question by the American Institute of Public Opinion in a recent national survey, they answered in a loud chorus: laundry and ironing.

To find out how Mrs. America rates the various chores connected with running a household, interviewers for the institute put the question to a balanced cross-section of women in all parts of the country. The exact wording of the question was: "Of the various household chores you have to do, which one do you dislike the most?"

Here is the way the women voted: Laundry, ironing—28 percent; dishes—21 percent; housecleaning, dusting, scrubbing—21 percent; cooking—7 percent; tending fire, emptying ashes—2 percent; mending—1 percent; picking up about the house—1 percent; dislike everything—3 percent; other chores—3 percent; no choice, don't dislike any particular chore—13 percent.

Thus it can be seen that over a quarter of the women in the United States dislike doing laundry and ironing at home more than any other task. On this basis, a laundry operator can figure that one out of every four housewives in his community are prospects for his service *provided* he is offering them a service they want at a price they are willing to pay.

The market is there. The job is to find out what type of service the housewife wants and then proceed to give it to her at the price she can afford. There are still new ideas for selling more laundry service. No single laundry operator has a monopoly on these ideas. Some are adaptable to one community—others adaptable to the peculiar conditions prevailing in another community. By surveying the needs of your community and devising a service to fit those needs you can get your share of the business. In many instances, this new business can come from housewives who have never sent their bundle to a professional laundry before.

Yes, the market is there! Let's go after it! •

IS YOUR INSURANCE PLAN UP-TO-DATE?

ELSEWHERE in this issue appears the story of a mid-western laundry which was completely destroyed by fire in 1945. Not only was most all the productive equipment gutted, but every customer's bundle in the plant was lost. For nine months this laundry was unable to do one penny's worth of business. Today the plant is located in a newly purchased building and an aggressive management is building a larger business than existed before.

There is only one reason why this laundry was able to avert complete disaster and get started in business again. That reason is adequate fire insurance protection. The insurance company sent several men into the town where, from a rented office, they settled every major customer's claim within seven weeks. So-called "business interruption" insurance paid managerial salaries during the entire time the business was closed. To visit the plant today is to witness the wisdom of far-sighted management in providing for such protection.

Statistics compiled during an AIL study of laundry insurance reveal that most plants would not be so fortunate if they suffered property damage today due to fire, windstorm and similar causes. The study disclosed that most laundries are 25 to 33 percent *under-insured* and the average laundryowner would collect only 66 to 75 percent of any property damage due to these causes.

These figures are revealing and we wonder what a similar study of other types of insurance coverage in the industry would show. For instance, a laundry which operates trucks and does not have adequate

public liability protection against lawsuits for bodily injury, medical payments and property damage—regardless of state laws which may or may not require it—is simply inviting disaster. Similarly, a plant which is not adequately covered against power plant (boiler) insurance is running a very serious risk. These are but a few examples of the various types of insurance coverage which every laundry should carry. Yet the AIL study in connection with fire insurance coverage would seem to indicate that there are many plants which may not have this protection today.

Bringing all of these types of insurance up-to-date in the face of ever increasing costs is one of the many pressing problems of management today. Insurance is based on dollars and when the dollar changes in value, so does the insurance dollar. "Dollars" mentioned in policies three to five years old are not the same dollars a laundry would have to pay out today if a loss were sustained. They would be if insured values were kept up-to-date with real values.

In this connection, AIL Technical Bulletin No. 412 is of great help to the laundryowner who feels that his present plan may not be up-to-date. The insurance quiz to be found in this bulletin can be checked in five or ten minutes—little time indeed for a thorough check which could mean saving thousands of dollars. A leading insurance company is cooperating with AIL in properly evaluating members' coverage on the basis of today's conditions and costs. Far-sighted laundry operators will want to take advantage of this timely service. •

BISHOP Laundry WORK-SAVERS

Cut costs—boost production and profit—give lifetime service



LIQUID SOAP MAKER

Saves time and supplies. Galv. steel in 3 sizes: 30-gal., 60-gal., 100-gal.



LIFETIME TRUCK TUBS

Monel or stainless steel. No rust, corrosion. In 3 sizes: B2-5 (#2) 22" x 34" x 25" deep; B2-13 (#3) 26" x 36" x 25" deep; "Junior" B2-121M 18" x 24" x 15".



STARCH COOKERS

All copper, double-walled; permanently insulated. In 15, 25 and 50-gallon sizes.



SORTING REEL

Assemble 25 bundles (150 nets) in 5 minutes in 10' x 10' area. No. B12-2.



MONEL PREPARATION TRUCK

Ideal damp box, 18" x 25" x 11" deep, 34½" high, on 3" wheels. No. B12-2.



IRONING BOARD

53" steel top; iron rest; sponge cup; cord holder; pilot light assembly, and sleeve board. No. B4-5M.



BISHOP SHIRTRANSPORTS

Cut handling time, fold up to save space. All steel. In 2 sizes: B29-50 (for 50 shirts), B29-100 (100 shirts).

TODAY—and FOR 56 YEARS
value-minded laundries
everywhere specify the
BISHOP
STARCH COOKER



BISHOP PUF-FINISHERS

Heads tilt over board; no reaching. B5-18X (shown); #3, #22, #52 heads, spray iron, spray gun.

It's Scientifically Insulated

Inner and outer walls scientifically spaced and insulated to prevent heat radiation and sweating.

Now Available in Stainless Steel

Non-corrosive; finest of all metals for cooking; assures long years of service.

It Retains Heat

For proper penetration starch must be kept at right temperature. The Bishop Cooker holds heat as long as needed.

It Cooks Fast

Exclusive steam nozzle keeps starch agitated, stirred, speeds cooking.



It's Easier to Produce Beautiful Finishing with Cooked Starch!

Cooked starch dries faster and more uniformly on the press to save costly time... produces shirts with a better "feel" and smoother finish, more economically.

3 POPULAR SIZES

15-GALLON — 36" high over-all; floor space 24" x 28"; B3-2, \$239.00

25-GALLON — 39" high over-all; floor space 28" x 32"; B3-5, \$289.00

50-GALLON — 45" high over-all; floor space 32" x 36"; B3-11, \$329.00

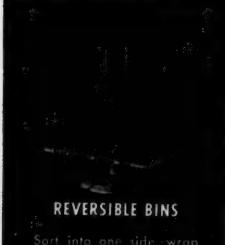
SORTER-TRANSPORTERS

Banish fixed bins; admit light, air. 15 or 20 bins for shirts, for apparel. Write for details, prices.



REVOLVING
SORTER

50 bins in arm's reach to sort twice as fast in half space. Turns at flick of finger; holds 500 shirts. Won't tip. No. B26-10.



REVERSIBLE BINS

Sort into one side; wrap out on other. Cut steps, handling. 15 or 20 bins per side. Ask for details.

Order Now FROM YOUR SUPPLIER ONE IS OUR DISTRIBUTOR

G. H. BISHOP CO.
CHICAGO



MANUFACTURERS
SINCE 1890



Makes soap work 20% harder!

CHOCTAW* is a special compounded detergent and soap builder designed for use in commercial washing of heavily soiled cottons and linens. It is so effective in increasing wetting action and activating soap that users report an average saving in soap of 20%. Ask your Wyandotte Representative or Supplier to demonstrate how Choctaw can reduce your washroom costs.

*Reg. U. S. Pat. Off.

CHOCTAW

- Saves soap
- Reduces washing time
- Removes stains
- Conditions hard water
- Has fast wetting out action
- Can be used dry or in solution
- Is dustless — easy to handle
- Can be used without soap on the break



THE WYANDOTTE LINE—builders and detergents:
 Arlac, O-S, Choctaw, Apache, Pawnee, Yellow Hoop, 33, Color
 Spark, Speedac, Skortex, Clomok; **sours:** Sourflo, Kiera-Cid,
 Sour-Tec; **deodorant:** Steri-Chlor — in fact, specialized
 products for every cleaning need.

WYANDOTTE CHEMICALS CORPORATION
 Wyandotte, Michigan • Service Representatives in 88 Cities



Wyandotte

REG. U. S. PAT. OFF.



A Cole's truck showing one of the panel advertising displays which are the focus of the firm's radio quiz program

Advertising Tie-in

Laundry Uses Radio Series to Draw Attention to Truck Panel Displays

By JOHN J. DUNN

ARADIO quiz with contestants drawn at random from the phone book is admittedly one of the surest ways of attracting a wide audience. In a completely different advertising medium, delivery truck panels serve the function of traveling billboards. A strong tie-in between two such diverse media is unusual, but Burt Cole of Cole's Laundry and Cleaners, Grand Rapids, Mich., has been doing it successfully for over two years now.

The firm sponsors a 15-minute radio show at 9:45 a.m. five days a week. During the program, which consists mainly of advertising spots and recorded music, the master of ceremonies calls some housewife selected from the telephone directory. The contestant is asked to repeat the current poster message on the side of the Cole's trucks. If successful, she wins the jackpot.

After a winner has been named, five dollars is put in the pot and the sum is increased by one dollar for each incomplete call and two dollars for each call which is completed but does not produce a satisfactory answer. The master of ceremonies places the call while he is on the air and names the woman he is attempting to reach. (The chosen numbers are stricken off the directory so

that the same people don't get called again—but we don't suppose the audience realizes this.)

The prize money is converted into silver dollars and delivered by the laundry routeman serving the winner's territory. The contest idea was developed originally as a device for publicizing the plant's Silver Jubilee. To carry out the general theme, the jingle of silver dollars is the sound effects signature which opens and closes each of the radio programs.

The posters at the side of the trucks are silk screen prints using the newly-developed "day-glow" paint. The posters cost about \$2.40 each. Mr. Cole reports the total cost of the promotion including signs, radio time and giveaway prizes comes to about three-quarters of one percent of sales.

The ratio of winners to calls runs pretty high. On an average a successful answer is received for every third number attempted. This would indicate that the Grand Rapids firm has built up a large audience for its radio program. Just as important, it signifies that the truck displays are being seen, read and remembered. Cole's would testify that an overlapping between one advertising medium and another adds impact to both. ●



Modern new drive-in office of the Chapman Laundry, Inc. In 1945 the original plant was destroyed by fire. Re-opening in 1946, Chapman's dollar volume of sales grew from zero to over \$900,000 in 1950

ON March 15, 1945, the Chapman Laundry, Inc., Hammond, Indiana, was completely destroyed by fire. For nine months not a washwheel turned. In January 1946 the laundry resumed operations in a newly acquired building not far from the original plant. Sales were non-existent. Last December the books were closed with over \$900,000 combined laundry and dry-cleaning sales for the year.

Today the Chapman Laundry is a growing business with an alert management and an expanding sales volume. Operating 27 routes, the routemen solicit both drycleaning and laundry business, offering a five-day service. Bundles picked up on Monday are delivered the following Friday. An attractive drive-in store, open for business from 7:00 a.m. until 9:00 p.m. every day but Sunday, gives a 10 percent discount on drycleaning for cash-and-carry. No cash discount is given for laundry, but 24-hour service on shirts is available at the store on the first three days of the week.

Drycleaning sales now comprise 50 percent of the total volume of sales. For the first eight weeks of 1951, laundry sales increased nine percent over the corresponding period of 1950 while drycleaning sales showed a 13-percent increase for the same comparative period. Business is good at Chapman.

The plant is operating on two shifts—the first from 7:00 a.m. to 3:15 p.m., and the second from 3:15 p.m. to 11:00 p.m. The night shift is a full production shift except for sorting and washing. A five-day week is the present rule. Rarely does the plant operate on a Saturday.

How has all this been accomplished? To point out one small feature of the over-all management philosophy and give that feature credit would not be telling

THE "PILLOW BUNDLE"

New Service Brings
New Customers Into

the whole story. However, the management has introduced a new service which can be cited as an example of the progressive management thinking that has been responsible for the remarkable "come back" at Chapman. This service combines the following advantages: it offers the housewife a service she wants at a price she is willing to pay; it gives the routeman a service he can sell to a group of "unsold" prospects who are not at present using professional laundry service; it gives the production department a steady flow of work with no assembly or marking and a minimum of sorting; and it gives top management an increase in *profitable* business with a decrease in productive labor costs. Such a service is Chapman's "Pillow Case Bundle."

Introducing the Service

The service was introduced last fall with a well integrated newspaper advertising and route solicitation campaign. The prospect was told that Chapman offered a service for exactly \$1.50 which included washing, ironing and folding all the household linens she could put in one of her own standard pillow cases. The bundle was to include no handkerchiefs or wearing apparel.

Bath towels could be included provided the housewife understood that they were to be ironed along with the other linens. Solicitations were made from housewives who were doing their own laundry at home. In presenting the service to the prospect the routeman explained that linens were not to be folded, but should be *stuffed* in the pillow case. When possible, he demonstrated to the housewife how it should be done. He pointed out that the average pillow case will easily hold five sheets, six pillow cases, two tablecloths, two lunchcloths, eight napkins and 12 dish towels with room to spare. All this is washed, ironed and folded at the low pre-determined price with no complicated pricing system to baffle or worry the housewife. The system appealed to many women who had failed to understand piece-or-

ound systems, even after years of doing business with a laundry. The routeman also explained that Chapman experience has demonstrated that the average family needs to send only one pillow case bundle every two weeks. Therefore, the cost will average only 75 cents per week.

The newspaper ads carry an introductory coupon worth 50 cents. The coupon, plus \$1.00 when presented with the introductory bundle, entitles the prospect to try the new service. The copy features the convenience of letting the professional laundry do the tiresome washing and ironing. It is skillfully angled at the woman who is doing her own laundry at home. An anonymous Hammond housewife says: "Ironing was such a task for me until I tried the new pillow case bundle at Chap-

CASE"

By JAMES A. BARNES

More Than 1,400
Plant in 10 Weeks

Newspaper ads such as this were used by Chapman in promotion of their new and successful service.

CHAPMAN CLEANS OVER A MILLION GARMENTS ANNUALLY . . .

IT'S NEW!
IT'S DIFFERENT!
IT'S ECONOMICAL!

That's Why Your Neighbors Say:



*Hammond
Housewife Says:*

"Ironing was such a task for me until I tried the new pillow case bundle at Chapman. No more washday backaches for me."



*Best Chicago
Secretary Says:*

"I'm a very busy woman trying to work downtown and care for my family. Your pillow case bundle has given me the spare time I needed to enjoy my family and friends."

Your Pillow Case Will
Easily Hold—

- 5 Sheets
- 6 Pillow Cases
- 2 Tablecloths
- 2 Lunchcloths
- 8 Napkins
- 12 Dish Towels

Re-Starch Process

**All This
WASHED
IRONED
FOLDED**

\$150

FULL PRICE
PAY NO MORE

SAVE 50¢ . . . SAVE 50¢

This Coupon and \$1.00 Entitles You to Try the New Pillow Case Bundle. Please Present This Coupon with Your Bundle.

Name: _____

Address: _____

Call Sheffield 8600

Ask for the Pillow Case Bundle

**CLIP THIS COUPON NOW IT WILL SAVE YOU
MANY HOURS OF TEDIOUS IRONING**

Copyright (C) 1951, Chapman Laundry

CHAPMAN
LAUNDERERS - CLEANERS
CEDAR LAKE 5641

HAMMOND
1475 SUMMER
Munster, Indiana
SHEFFIELD 8600
Lombard, Crown Point
ENTERPRISE 2505

CHAPMAN CLEANS OVER A MILLION GARMENTS ANNUALLY . . .

CHAPMAN CLEANS OVER A MILLION GARMENTS ANNUALLY . . .



Closeup of closed ticket tube. Placed in the net with "pillow case" bundle, it carries identification stub through washing and extraction

man. No more washday backaches for me." An East Chicago secretary says: "I'm a very busy woman trying to work downtown and care for my family. Your pillow case bundle has given me the spare time I needed to enjoy my family and friends."

In the plant the pillow case bundle is a production man's dream come true. Because there is no assembly required at all, the new service has permitted a substantial reduction in productive labor costs and allowed an even flow of work through the plant. The bundles are ticketed by the routeman with the standard eight-stub ticket in use at the Chapman plant on all services including drycleaning. On pillow case bundles, only the flatwork stub and the customer's receipt with the carbon copy for office use are required. The bundles are brought to the sorting section. Chapman has four sorters at two tables placed back-to-back, with a girl at each side of each table. They break the bundle and net the linens in a standard 30 x 40 net. If the linens are folded the bundle is sent to the shipping room for return to the customer. If the bundles contain any wearing apparel, handkerchiefs or fugitive colors, such items are placed in a paper bag, to which the wearing apparel stub of the ticket is stapled, and the bag is returned to the customer. It should be noted that only five percent of the customers send in items which need to be returned. Experience shows that after one or two bundles

have been picked up, the customer becomes educated to the requirements of the new service. Weighing is completely eliminated. Scales are only used when the management wishes to check the average weight of bundles for statistical purposes.

The "Ticket Tube"

After placing the linens in the net, the sorter picks up a "ticket tube" from a nearby bin, checks the flatwork stub, and places it in the ticket tube. This tube is a small cylinder about two inches long—just long enough to hold a rolled flatwork stub. Made of copper to Chapman's specifications by a local supplier, it is encased in a rubber shell for waterproofing. It has a screw-type closure which can be easily removed and replaced. The sorter throws the ticket tube into the net. The net is closed with a plain pin and is ready for the wash-wheel.

The ticket tube remains in the net through the wash-wheel and extractor. At the shake-out table, the girl opens the net and removes the ticket tube. After removing the flatwork stub from the ticket tube, she puts the tube in a bin for return to the sorting table. The stub is placed in a pocket in the bundle separator and sent through the flatwork ironer.

At the folding end of the ironer, the pieces in a pillow case bundle are folded, stacked and wrapped in the usual manner. The touch-up girl uses as much care in touching-up a pillow case bundle as any other bundle. A standard conveyor belt carries the finished bundle to the shipping room.

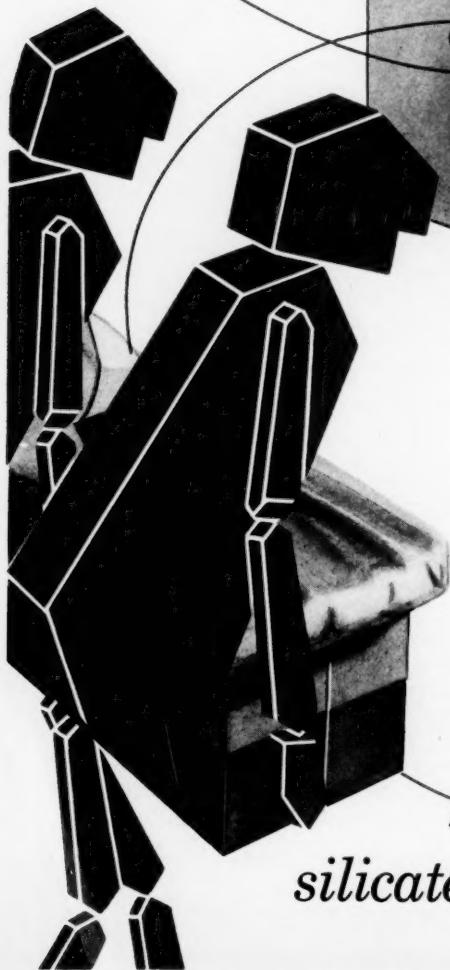
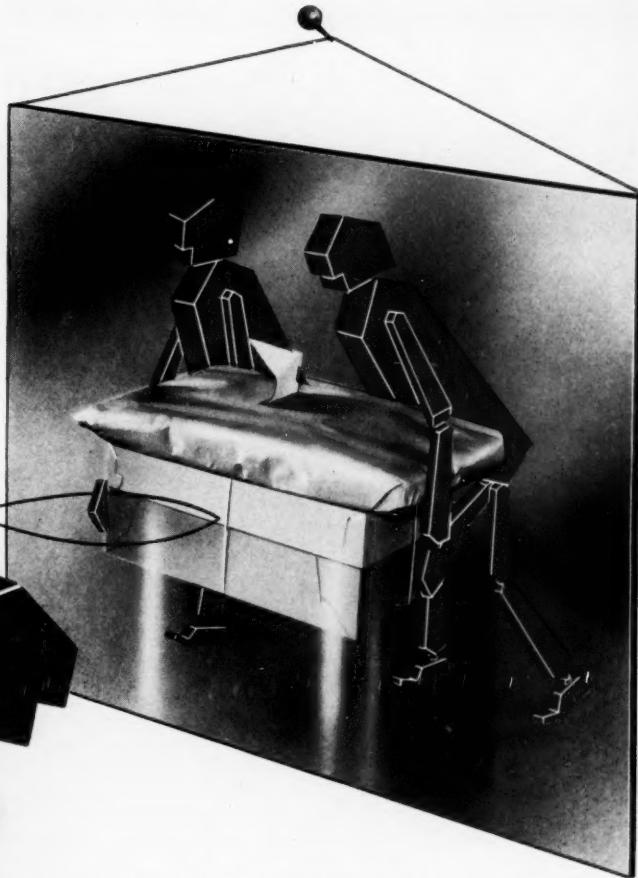
The ticket tube is the production tool which makes the pillow case bundle possible. An original idea with Chapman, it is not confined exclusively to pillow case bundles but is used in handling all flatwork which goes through the plant. It is one of those simple-to-use devices which pays for itself many times over in lower production costs.

In the first 10 weeks the pillow case bundle was offered, it attracted 1,483 new customers to the plant and accounted for a 10-percent increase in laundry volume. Present volume is running around 600 bundles per week and the bundles are averaging 14.8 pounds each. This represents business which has never been in a laundry plant before. Management goals are tentatively set at 1,000 bundles per week. In commenting on the success of the service, young Bob Chapman states: "I'd like to emphasize the fact that this pillow case bundle idea is only one means of tapping the 'unsold laundry market.' To us it is only the beginning. It has proved one thing—there still are new ideas available to help sell more laundry service. The job is to search out those ideas." We agree with him. •



Operator removes identification stub from ticket tube with a pair of long-nosed pliers

metso
reflects
quality



From the first to the last scoopful out of the bag or drum, you can count on Metso. The properties that build volume suds, lift more soil and prevent dirt re-deposition, are in every container labeled *Metso*.

You notice this quality clearly reflected in wash-wheel performance. Your routemen see it mirrored in satisfied customers. See your Metso distributor, or if you wish—write to

Philadelphia Quartz Company
 1160 Public Ledger Bldg., Philadelphia 6, Pa.

metso
silicated detergents



Is the Launderette Really Competition?

By DANIEL MANDEL

Norwood Laundry, Brooklyn, New York



I THOUGHT the launderette had ceased to be a topic of conversation among laundrymen, and so I was surprised when Mr. Johnson requested that I address this convention on the competitive angle of launderettes. I suppose I had more or less accepted the idea of the launderette in today's laundry market. Perhaps most of us have conditioned ourselves to having them around, and once this adjustment was made, did nothing more about them. The more I thought about it, the more I realized that perhaps the launderette as competition to our industry should be re-examined at this time.

The average American believes in the proverb "God helps those who help themselves." At least it would seem this way, judging from the amount and types of self-service stores there are in America. For example, there are self-service groceries, gas stations, cafeterias and automats—even the laundries have self-service

departments. And there are new types opening all the time. These things are not just passing fancies. They are based on a very sound principle. By having the consumer do the work, the self-service store can save him money. That, from the consumer's point of view, is the prime factor—especially with today's high cost of living.

Immediately after the last world war all factors were just right for another self-service innovation, "The Self-Service Laundry," more popularly known as "The

Editor's Note: At the recent Young Men's Management Conference of the American Institute of Laundering, Mr. Daniel Mandel of Norwood Laundry, Brooklyn, New York, addressed the delegates on the subject, "Is The Launderette Really Competition?" Because Mr. Mandel's remarks aroused such lively discussion, we are publishing them here.

The self-service store operated by Norwood occupies a space approximately 45 feet by 12 feet adjacent to the call office of the laundry. This space was originally a store which Norwood converted to a drive-in and, since the war, to the self-service store. Present equipment consists of 20 home-type washers, one 25-pound capacity extractor and one small tumbler. Hot water is supplied from the laundry. The only other equipment in the store is a small scale for weighing in the bundles plus a desk and a cash register.

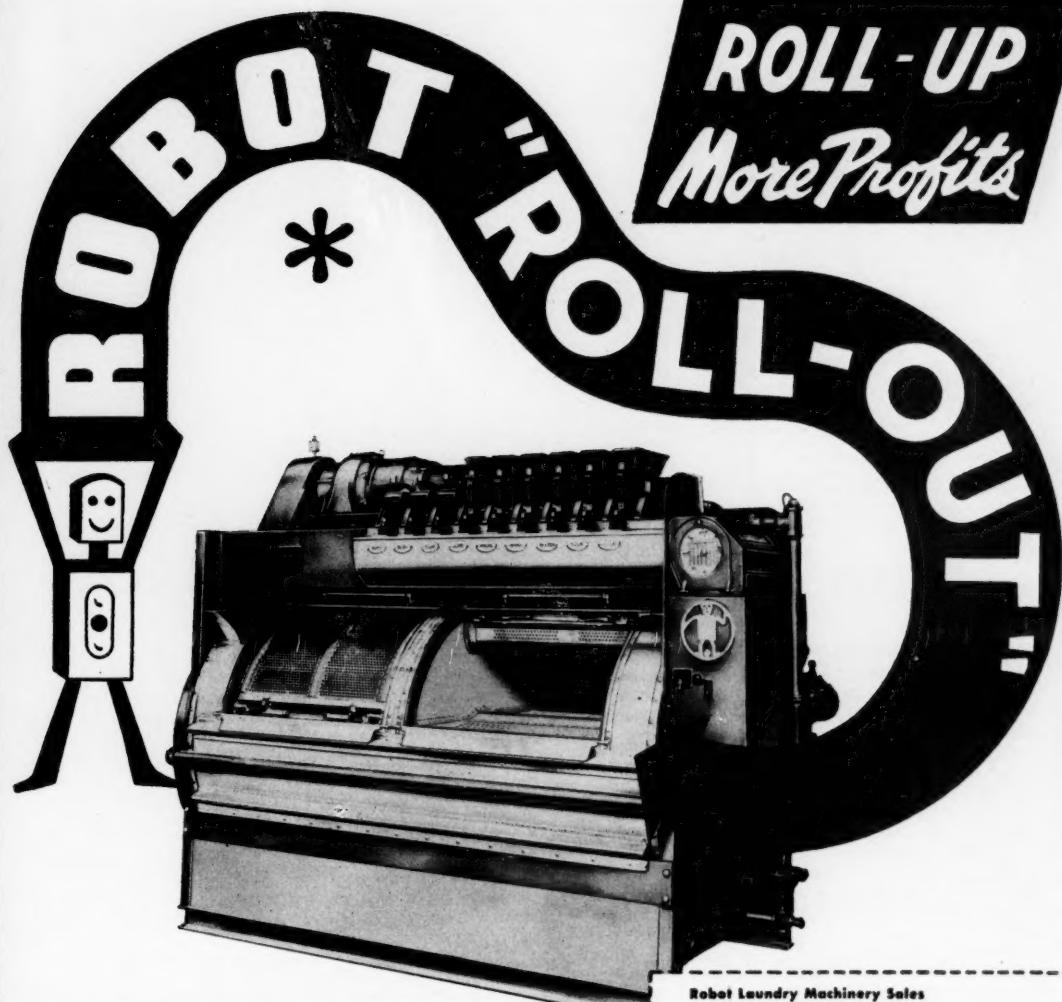
The store is open for business six days a week and averages 300 customers for 500 washings per week. Because Norwood assumes no responsibility for classifying the work, the customer breaks her own bundle according to white work and colored work. This results in most customers filling two machine loads on each visit. Loads average nine pounds each. Only one attendant is required on normal days. However, on Mondays and Saturdays (the two busiest days) an additional attendant may come over from the laundry to share the additional work load. The attendant weighs in the bundles and operates all machines except for loading and unloading which is done by the customer.

The customer is charged 30 cents per load plus five cents each for soap, bleach and blue or 10 cents for all three of

these supply items. An additional 10 cents is charged for extracting and 15 cents for tumbling.

An integral part of the scheme is to convert as many of the self-service customers as possible to the laundry. An open door leading from the self-service store to the laundry call office is easily accessible to all customers. Over this door is a sign "leading" the customer into the call office. Also, each self-service customer is presented with a leaflet describing the advantages of the regular laundry service. The housewife is reminded that the American Institute of Laundering has scientifically proven that linens washed in home-type washing machines tend to become yellow after five or six washings due to unrinised soap remaining in fibers. Norwood suggests using their Professional Laundry Service monthly to eliminate this and, at the same time, restore original whiteness. For customers of the self-service store, the leaflet lists complete services and prices of the Professional Laundry Service and suggests that the laundry do the housewife's difficult pieces. The AIL Seal of Approval is included in the copy along with the comment, "This seal means longer life for your linens. Formulas are scientifically prepared and checked by the Institute for the better laundries throughout the U. S."

Norwood figures that 100 percent of their self-service customers are now using the laundry for some portion of their work—shirts, sheets and pillowcases, or an occasional flatwork or finished bundle. The introduction of the self-service store has resulted in maintaining tonnage and dollar volume in the face of stiff competition from local launderettes.



STOP unnecessary labor with ROBOT'S New "Roll-out" No more stooping or bending . . . your washman saves valuable time and energy by just rolling the work from the wash-cylinder with an easy natural arm motion.

Time, labor and cost saving features are watchwords with ROBOT. Features that help you to do better work in less time, with greater customer satisfaction and increased profits.

Write your nearest ROBOT distributor to-day, or mail the attached coupon for full information.

Robot Laundry Machinery Sales
Division of The Wolf Company
Chambersburg, Penna.

Please send without charge or obligation full information on ROBOT Self-contained Automatic Washers.

Name _____

Company _____

Address _____

City _____ Zone _____ State _____

ROBOT

* THE FIRST AND ONLY SELF-CONTAINED COMPLETELY AUTOMATIC WASHER.

LAUNDRY MACHINERY SALES



DIVISION OF
THE WOLF COMPANY

CHAMBERSBURG . PENNSYLVANIA

When writing to advertisers please mention THE STARCHROOM LAUNDRY JOURNAL



Sign points to door leading into office of the plant. Incoming launderette customers are constantly reminded that superior professional service is available.

Launderette." Washing machines were not readily available. The commercial laundries had all the work they could handle. The consumer wasn't getting the quality or service she desired. The cost of living was very high and people were looking for ways to save money—from last reports I think they still are.

The launderette was a product for the times. They could and did fill a basic need of the people. There can be no doubt that as soon as they opened, and continued to open, they were competition. They hurt the commercial laundry, especially those doing a large volume of wet wash. The AIL survey of 1949 states that one out of every ten urban families was using a coin-operated machine. This is exclusive of the home washer.

In our own case, our volume of "wets" fell off more than 50 percent. This decline was really the basic reason for our opening our own home type washer service. We felt that this was the best answer to competition in our own particular case. I say "our particular" case because we are located on a business street in a shopping area. Not many laundries are. Our cash-and-carry trade represented a large portion of our volume and, because

of the neighborhood, we processed a large amount of wet wash bundles. When launderettes began to open in our area, we felt that we had to meet the threat to our wet wash service in some way. The method used had to do two things: keep our wet wash customers, and keep launderettes from opening in the immediate vicinity. Opening our own launderette seemed to answer both needs. We still feel that it was a worthwhile investment.

It's true that a large number of our wet wash customers converted to coin-operated machines, but at least the machines were our own. Secondly, the amount of piece-work items we received from new launderette customers went far to compensate for the loss of wet volume.

The launderettes today are not enjoying the same amount of success as they did in the beginning. The numbers of customers that patronize them each week have fallen off 20 to 25 percent in the New York area. However, power laundries can take no credit or comfort from this since the decline is due to the availability of the home washing machine. The launderette is no longer the laundry's main wet wash competitor. The home washing machine is. Not only is it our main competitor, but the launderette's as well.

The launderettes are now in the same position we were in a few years ago. At that time, when they were selling against the commercial laundry, they convinced many people to use a home type washing machine. They had a good argument when it came to convenience and economy. As far as I'm concerned these arguments may be valid, but not when it comes to quality. The wash from a launderette does not compare in quality to the wash of a commercial laundry. Unfortunately though, it seems good enough to satisfy most women.

Now that the launderette has educated women to using a washing machine, the women have taken the next logical step and bought their own. Therefore, the money that was being spent per week at the launderette



Morris J. Turetsky, president of the Norwood Laundry, poses in launderette department. Note route delivery reminder



THE NEW "JOMAC 54"
PRESS CLOTH FITS
EVERY SIZE BUCK

OUTWEARS FLANNEL 3 TO 1

SAVES MAN-HOURS, MONEY, MATERIAL

What are your pressing problems? Manpower? Materials? Money? Jomac Scorch-Resisting Fabric in the new 54" width is saving time, money, and materials, in all kinds of laundries and dry-cleaning establishments.

You can cut your entire requirements from the New "Jomac 54" roll without piecing or stitching, and with practically no loss.

Jomac Scorch-Resisting Fabric has been used for years on all types of cleaning and laundry presses. It outwears flannel better than 3 to 1. Here are average results in plants where careful records have been kept.

	FLANNEL	JOMAC FABRIC
Collar and Cuff Presses	3 to 4 days	10 to 13 days
Shirt Body Presses	5 days	18 to 23 days
Shirt Bosom Presses	5 days	13 to 18 days
Garment Presses	5 days	20 to 30 days
Coat and Apron Presses	5 days	20 to 35 days
Dry Cleaners' Presses	20 days	60 to 90 days

Jomac Scorch-Resisting Fabric is highly absorbent. It's resilient and resists crushing down. It's uniformly porous and gives excellent vacuum effect. Order a roll today in the new convenient 54" size and check the extra service you get. *If Jomac does not outwear flannel, your jobber will credit you for the full roll.*

C. WALKER JONES CO., PHILADELPHIA 38, PA.



Norwood's line of home-type washing machines. Small extractor is at tail end of this line; tumbler is opposite extractor

is now being used to make payments on the home washing machine.

So now it's the launderettes' turn to meet competition. They now have to sell the housewife on why the launderette is better than doing it at home. I doubt if they can do this. Certainly not on the basis that it's cheaper or more convenient. I don't see what they could offer her except drying, and now she can even buy dryers for the home.

Convenience Is Important

Let me stress this idea of convenience, for it is very important to most people. We had a wet wash and shirt customer for many years. She lived about ten blocks from our plant and her husband would bring in the bundle regularly. When we opened our launderette, they brought their wet wash to our home washer store. Lately, the husband has been coming in with only the shirts. We questioned him as to the reason for this. He said that another launderette had opened closer to his home and it was easier to drop the wet there and then bring the shirts to us. By the way, that is another thing a launderette is up against; they do not have a loyal following. If a customer won't walk a few extra blocks to continue to deal with a concern where they have been satisfied for years, why should they walk at all if they can do their laundry in the comfort and convenience of their own home?

In practice, you may disassociate the launderette and the home washing machine, and if you do so, the launderette as wet wash competition is lessening and that of the home washer increasing. However, since they are one and the same machine, and if we disregard where they are located, they are still as potent a factor as ever.

While the launderette may be declining as a wet wash competitor, it is growing in competition in another way, a way which is, perhaps, even more dangerous and threatening to the laundry industry.

The average owner of a launderette has sunk most of his personal fortune into his establishment. In order to protect his investment in the face of declining volume, almost all launderettes have installed extractors and tumblers. In our own case we were able to sell approximately 50 percent of our customers on drying in the winter months and 30 percent in the other seasons. This added revenue has helped keep up the dollar volume although the total number of customers has decreased.

But this is only the beginning. Launderettes are now doing tinting. The usual procedure is to set aside one machine for this purpose and to sell the customers all the products necessary for the job. Of course, they

also sell laundry bags, shopping carts, clothespins, ironing boards, chenille spreads and bath mats. However, this is only chicken feed compared to the real threat.

When launderettes start taking in and, in some cases, picking up and delivering shirts, piecework items such as sheets and pillow cases, flatwork, and drycleaning, then they are starting to nibble at the very meat of the laundry industry. This is the real threat.

Is it far-fetched to visualize a so-called super self-service laundry where, in one stop, a woman could get her wet wash done, her shirts and flatwork ironed and her rugs and drycleaning taken care of? No, it definitely is not, because this is already being done. Not only that, but we get calls every week from launderette operators who want us to do shirts and flatwork for them. This is the new threat to the laundry business that we must meet.

You may feel that the launderette near you does only a few bundles of shirts or drycleaning, but multiply this by about 7,000 launderettes and the total becomes impressive.

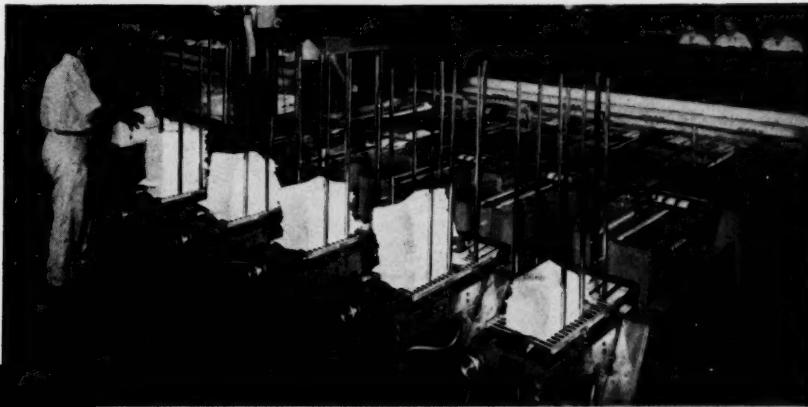
To sum up the situation of launderettes today, I would say that the launderettes have reached their peak of expansion in old neighborhoods and I don't think they will continue to open in new ones. Almost every new housing development supplies washing machines with the house. In New York today there is an apartment project going up that will supply a washing machine and dryer to each of its tenants, and there will be about 2500 apartments in the development. That's hard-to-beat for a launderette.

The launderettes are slowly but surely changing in character. They really are no longer little wet wash plants. Actually they are becoming miniature laundries who farm out their work.

Although the amount of customers has fallen off, by offering other services the launderettes may be able to maintain their dollar volume. There will always be launderettes, and those which go out of business will not be forced to do so by the competition of commercial laundries, but by the home washing machine.

If the present mobilization takes enough women back into industry the whole trend may be upset—perhaps the economy and convenience of using a home washer or launderette will no longer appeal to a woman who is working. The commercial laundry will then stand to gain as it can fill the needs of a woman who wants complete service and quality.

But until that time, each laundryowner should look around at the launderettes in his area, see what they are doing, and meet their competition as the situation requires it. In any case, we cannot ignore them while they continue to branch out and take our business. ●



Reduce
LABOR COSTS...
Speed Up
PRODUCTION
with
TROY
Automatic
FOLDERS

WRITE FOR
 COMPLETE
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 AND PRICES

TROY FOLD-FAST FOLDER

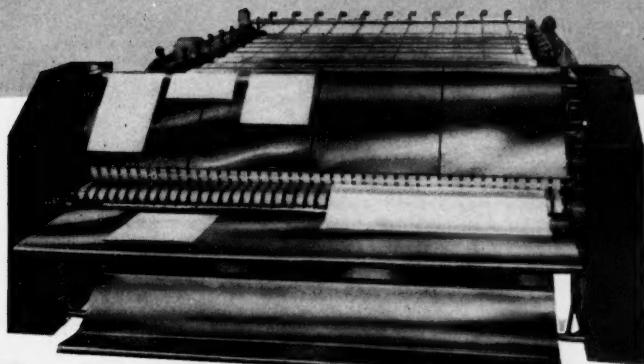
Automatically folds, stacks and counts up to 2,400 flat-work pieces per hour! Takes linens directly from ironer or can be hand-fed. Only labor required is one employee part-time to pick up stacks of folded linens. Can be installed as single unit or in groups of 2, 3, 4 or 5 (as shown above). No alterations to ironer.

2 MODELS AVAILABLE — Standard Fold-Fast folds, stacks and counts linens up to 18" x 36". DeLuxe model handles work up to 24" x 36".

FOR USE WITH
 ANY STANDARD FLATWORK
 IRONER

TROY FLEXIMATIC FOLDER

Automatically measures and folds linens ranging in size from 20" to 120" wide and from 24" to 108" long. The Troy Fleximatic will fold or by-pass 30", 60" and 90" widths in almost any combination. Eliminates hand folding. Requires only 88" x 159" floor space. No alterations to ironer. Available in single-lane and two-lane models.



TROY LAUNDRY MACHINERY
 DIVISION OF AMERICAN MACHINE AND METALS, INC., EAST MOLINE, ILLINOIS

By JOHN J. DUNN

Hugh Craig, founder and owner of shirt rental service, with one of the shirts partially removed from envelope. Note marking on collar. Owner reports about 70 percent of shirts are size 15½-33



SHIRT RENTAL

How Firm Provides Customers With Five Shirts a Week at Cost of 35 Cents Each

FOR the past five months Hugh Joseph Craig, owner of the Craig Laundry in Fernwood, Penna., a Philadelphia suburb, has offered a shirt rental service which provides a customer with five clean shirts a week at a cost of 35 cents each.

In the past, most of the rental services, including virtually all the home linen services and a large segment of the diaper industry, have been introduced by long-established, heavily-financed linen supply firms. The situation at the Craig Laundry is in sharp contrast to this general pattern. Although Mr. Craig was formerly a partner in a family laundry, he is now farming out his work to a wholesale plant. The shirt rental enterprise, of course, is a sideline to his other laundry activities. The firm operates two trucks and a small store which is used mainly for marking and assembly.

The firm stocks white shirts in neck sizes from 14½ to 16½ and in sleeve length, from 32 to 35. Mr. Craig decided to avoid extra large or small sizes since it would be difficult to place the shirts with another customer if the original patron discontinued. In certain cases a few colored shirts have been handed out, but mainly the business is limited to white in order to prevent complications in the inventory. Although collars are stocked in three different point lengths, no extreme styles are included.

When a customer requests the service, he signs a contract agreeing to accept five shirts a week at a price of \$1.75. He pays a deposit of five dollars which is returned with interest at the end of six months or at the termination of the service. Each weekly bundle is delivered C.O.D. The customer or some adult at the address signs a receipt for each delivery. These receipts

are retained only from week to week while the contract is kept on file as long as the account is active.

The name "Craig" and the size is marked in black ink at the inside back of each shirt. The letters and figures are about a half-inch high. No identification is assigned to each customer. After washing and finishing, the operator assembles the pieces by size and makes up packages of five shirts in a size. A customer slip calling for shirts of a particular size is pasted to a corresponding package and that becomes the customer's delivery for the week. If a man happens to get back the same shirts he sent the week before, it's just coincidence. Chances are he won't.

After the first five months, Mr. Craig reports a little less than 50 shirt rental accounts. As yet it is a rather limited sideline, but its potentialities are more significant than the actual results to date. About 50 percent of the shirts are delivered to business places while the rest go to homes. Obviously, half the accounts are close to the trade territory of the regular linen supply firms. Linen suppliers, of course, rent uniform shirts used generally by kitchen help and waiters. Craig customers demand shirts of a better quality and conventional style. Bartenders are a good example.

The service has not been in existence long enough for the firm to pinpoint the type of customers included in the home deliveries. The neighborhood served is generally middle class with a liberal sprinkling of rooming houses. From the address alone it is difficult to tell whether an order is going to a bachelor roomer or to a head of a family.

Mr. Craig has discouraged cash-and-carry business. He feels the routeman can deliver the shirts along with

Want to cut costs? Then get the facts on this step-ahead engineering idea

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POWER PILOT



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Read about Ford's economical fuel-feeding and firing control that gives the most power from the least gas!

• There's a Ford Truck for every hauling job. Over 180 models, from 95-h.p. Pickups to 145-h.p. BIG JOBS.



SEND COUPON today for "WHY IT'S IMPORTANT TO YOU"

There's an *economy* story behind the Ford Truck Power Pilot! It's so important, it needs more telling than space will allow here . . .

You owe it to your bank book to get the facts. Mail the attached coupon today. You'll get news on the Power Pilot . . . on new 5-STAR Cab comfort . . . new transmissions, axle ratios, pistons and camshafts . . . new features throughout the '51 Ford Truck line.

Don't delay! Mail the attached coupon today for facts that can mean real dollar savings for you.

Ford Trucking COSTS LESS because—



FORD TRUCKS LAST LONGER!

Using latest registration data on 6,592,000 trucks, life insurance experts prove that Ford Trucks last longer!

FREE

Send me, without cost or obligation, the interesting new leaflet entitled, "Why It's Important to You," giving facts on the Power Pilot, plus specification data on the NEW Ford Trucks for '51 indicated below:

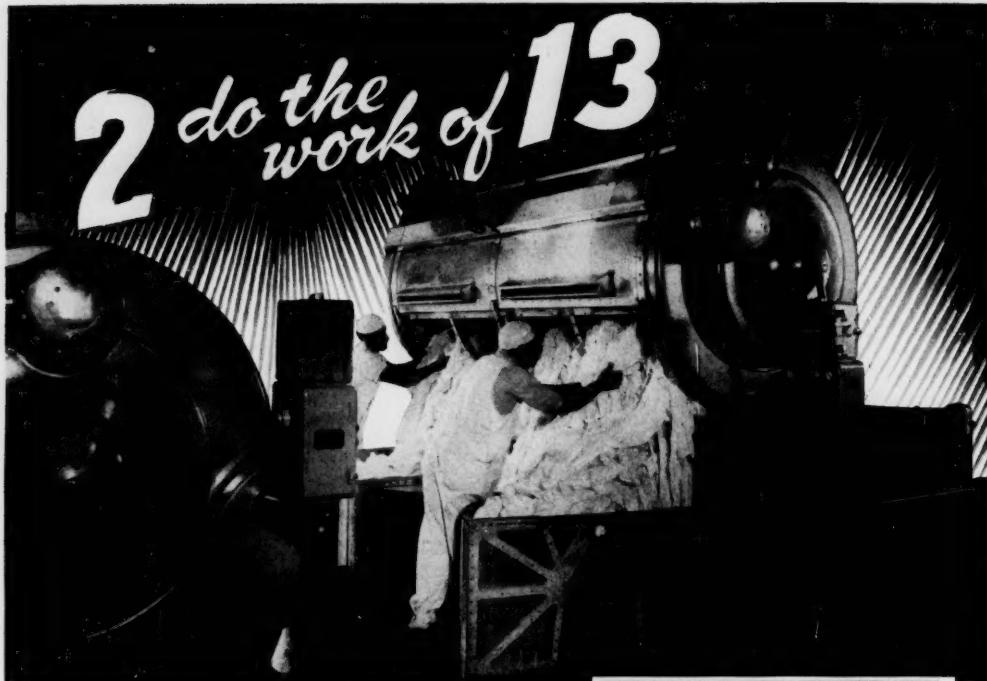
FORD Division of FORD MOTOR COMPANY
3283 Schaefer Rd., Dearborn, Mich.

FULL LINE **HEAVY DUTY MODELS**
LIGHT MODELS **EXTRA HEAVY DUTY MODELS**

Name _____ (Please print plainly)

Address _____

City _____ Zone _____ State _____



MORGAN LINEN SERVICE, INC

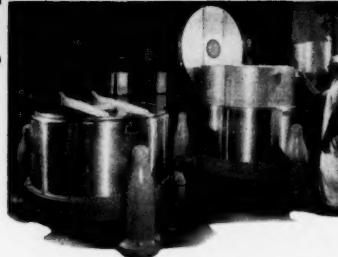
Where
ELLIS Equipment
sets new records of production

TWO of the latest and largest ELLIS Full Automatic Unloading Type Washers are now operating in the Chicago plant of Morgan Linen Service, Inc., replacing thirteen older type machines.

The pay-off in this modernization program is fourfold: More production, less floor space, better work, lower costs . . . plus added capacity of Morgan Linen to handle increased business.

These big 54x108 Open Pocket Unloading Type Stainless Steel Washers are averaging nine 800-lb. loads per machine per 8-hr. day, or a total of 36 tons of linen supply work per 5-day week.

This Ellis equipment is paying for itself in extra economies and reduced maintenance costs, besides an estimated labor saving of better than 35 per cent.



In addition to the two Ellis Automatic Washers, this new installation includes two Ellis 54" Unloading Type Extractors with complete air-controlled operation. Why not refer your problem to Ellis Engineers . . . and find how Ellis equipment can give you increased production at lower costs.

Write for information on
**ELLIS All-Metal Washers,
 Extractors, Flatwork Ironers
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The ELLIS DRIER Co.
 2444 NORTH CRAWFORD AVENUE
HEAVY DUTY CHICAGO ONE GRADE

Mr. George W. Krieh, Pacific Coast Representative of The Ellis Drier Co., Pasadena, Cal.

Win her back

WITH **HTH** BLEACH

To help win back laundry business lost to home washing, give the American housewife what she wants — white wash that's really white and strong. For no housewife tolerates uneven results — wash that's one time overbleached and weakened, another time underbleached and grey... the frequent result of using variable-strength bleach solutions.

Satisfy her by depending on HTH Bleach to eliminate uneven, zig-zag bleaching. A stable, granular compound with a uniform available chlorine content of 70%, HTH gives bleach solutions of just the right strength... *every time*. And it's easy to use — just add the contents of a 3½-lb. can of HTH to 30 gallons of water with the necessary soda base and you have a uniform 1% bleach solution... *every time*.

Bleach the HTH way to satisfy your present customers and boost new business. Order from your laundry supply house today. Mathieson Chemical Corporation, Mathieson Building, Baltimore 3, Maryland.



HTH Bleach... comes in measured-unit 3½-lb. cans. Packed one dozen to the case; also 100-lb. drums.

Mathieson
CHEMICALS

HTH Bleach... Caustic Soda... Soda Ash
Bicarbonate of Soda... Chlorine... Chlorine
Dioxide... Sodium Chlorite Products

SERVING INDUSTRY, AGRICULTURE AND PUBLIC HEALTH

the other work without a great deal of extra trouble. Moreover, the firm office is not located at the most convenient spot nor is it adapted for high store volume. It should be pointed out, however, that these are strictly local conditions. They do not indicate definitely that shirt rental cannot be applied on a cash-and-carry basis. Under other circumstances store delivery might be the most practical merchandising device, especially if volume ran heavily to bachelor trade. Theoretically, shirt rental could be handled in a call office with more speed and less paper work than that required for regular laundry bundles.

The new service was announced in a series of small advertisements in the classified section of the newspapers. Since then the service has grown mainly through word-of-mouth. "We get one bartender in a grill," Mr. Craig pointed out, "and before long we have the other bartenders and maybe the owner." In the next telephone classified directory the firm has contracted for a rather large display which will highlight shirt rental.

When he first started the rental service, Mr. Craig considered insuring his investment but decided he would be better off to "self-insure." He figured his losses might run to one percent, and on this basis it would cost a maximum of two dollars to replace the one lost shirt out of a hundred. Insurance premiums on all the shirts would be higher than this figure. (Since a depreciation charge is included in the price of each rental, a full replacement cost, of course, would be necessary only if a shirt were stolen or mislaid the first time it were issued.) Actually, Mr. Craig reports that his losses to date have been exactly zero.

In viewing shirt rental it is natural to bracket it with diaper services and ask about some of the things which are standard problems in that industry. How do you make sure you get all your shirts back? If the customer only turns back three or four shirts, do you cut down the delivery the following week and still charge the \$1.75 price? According to the Fernwood operator, there have been no problems along these lines. The explanation probably lies in the fact that shirt rental and diaper service are two different things. Handing out five shirts a week isn't the same situation as renting, say, 70 diapers. The customer expects to use five of the shirts a week and it takes no great planning to make it come out that way. Unlike the infant's demand for diapers, the shirt customer's requirements are much less affected by accident and almost never influenced by the frequency of his elimination. At pick-up the Craig route-

man counts the shirts as a matter of course. It is impossible for a diaper service driver to do the same.

Using his past experience in the laundry business and his recent knowledge of his own trading area, Mr. Craig decided that his average customer required five shirts a week. The accuracy of this figure has been borne out under the operation of the rental service. Five shirts a week seems like a rather peculiar number. You might expect either four or seven shirts as the average weekly demand. It may be that the men in this middle-income neighborhood work a five-day week and go into sport shirts on weekends.

Now that we have carefully explained that the average customer needs five shirts a week, we may as well confuse the issue by pointing out that the Craig customers must wear six. Obviously if a man gets five shirts a week and turns in five, he wears one of his own shirts on the delivery day. Either that or he changes while the routeman is at the door. Mr. Craig expected a little problem along these lines, but found it didn't materialize. If and when the time comes that his rental customers no longer have shirts of their own, he feels he may have to hand out six or more shirts at the first delivery, so that the customer will have a small reserve.

Inventory Replacement

The firm's plans for replacement are based on the proposition that a shirt will be serviceable through 30 wearings and washings. Since a particular shirt is washed every second week, the reliability of the 30-washings yardstick will not be proved until the service has been in existence for about 60 weeks. The inventory is purchased in lots of a dozen at a wholesale price. Mr. Craig doesn't stock one brand exclusively so he can shop around for the best buy available. His inventory included good quality shirts, many carrying nationally advertised brand names. Some of the first shirts were purchased at \$1.80 apiece or \$21.60 a dozen. A recent purchase, which was unusually high, cost him \$28 a dozen or a little less than \$2.34 apiece.

The price of the shirt rental service includes a depreciation charge of seven cents per shirt per week. Thus, after 30 washings the allotment here would total \$2.10 for replacement. Laundering charges on a piece basis in the Philadelphia area range around 24 cents a shirt. If we assume this figure represents a satisfactory return, we can get some idea of the profits of the rental service by taking the 24-cent laundering charge, adding the seven-cent replacement charge and obtaining a total of 31 cents. (Actually, the rental shirt could be produced at a lower cost than the customer's own shirt, since there is no individual identification and much simpler assembly.)

Subtracting the 31-cent laundering and replacement cost from the total weekly rental charge of 35 cents a shirt, we have a balance of four cents, which might be considered as the return on the investment in inventory. On 30 rentals this return would amount to \$1.20 or a profit percentage on a \$2 shirt of 60 percent over the 60-week period. On an annual basis it would come well above 50 percent. In addition, both the return on the investment and the replacement charge accrue with each rental. The money can be re-invested and put to work long before the actual replacement of the shirt.

The acceptability of shirt rental within a particular locality can be estimated only by a laundryman who studies his own market. Certainly the service offers much in simplified production and high potential profits. It's a subject which should command the attention and the thinking of the laundry industry. ●



**THIS
WAY
SIR!**



**TO UNIFORM
QUALITY AND
MANPOWER SAVINGS**

If you'll weigh the value of Ozonite **entirely** upon its ability to provide uniform quality work, you will find this scientifically built soap a profitable "buy."

But add this "extra"— maximum production from your available manpower—and Ozonite's value becomes still bigger.

And you'll get this extra value in every barrel of Ozonite, because Ozonite is a time and labor saver in many ways. It's easy to handle, because it's **complete**. Add it direct from the barrel to your washers. No mixing of soap and builder in your washroom. No soap buckets . . . No soap tanks. And **minimum supervision!**

Right now is an excellent time to find out how much time, labor and manpower Ozonite can save in your plant. It will start paying you dividends the first week you install it.

**FACTORY-BUILT
TO SAVE YOU
TIME, MANPOWER
AND MONEY!**

Procter & Gamble CINCINNATI, OHIO

Put More Dollars in Your Profit Column...

with

AMERICAN MECHANIZED FLATWORK IRONING



▲ In one-ironer plants, or where 2 ironers are used (one for large and one for small flatwork), lots of large and small pieces mixed are conditioned in 48x84" ROTAIRE Tumbler. Inclined Conveyor feeds pieces in continuous flow to Tumbler.



▲ Conditioned pieces from 48x84" ROTAIRE Tumbler drop onto discharge Conveyor, where Distributing Operator (right) is stationed. In 2-ironer plant (as pictured), with one large and one small-piece ironer, Distributing Operator dispatches small pieces via conveyor directly to feeders at small-piece ironer (center), and places large pieces on another conveyor (bottom, right) which delivers them to operator (foreground) of Sager "A" Spreader at large-piece ironer. In one-ironer plants, separate conveyors deliver large and small pieces to the one ironer, which is equipped with Sager "A" Spreader.



◀ In 3-ironer plants using two ironers for large pieces exclusively, large flatwork only is conditioned in the 48x84" ROTAIRE Tumbler. The Distributing Operator (right) places conditioned large pieces on either one of two conveyors which deliver work to Sager "A" Spreader Operators at the two large-piece ironers. The Sager Spreaders deliver pieces fully opened up for easy, accurate feeding by the two feeding operators at each ironer.



Whether you operate one, two or more ironers on fully identified family flatwork, you will reap remarkable savings with *American Mechanized Flatwork Ironing*. Nothing complicated! No mystery! It's simply *mechanical* conditioning and shakeout of work instead of *manual* shakeout and preparation . . . use of mechanical conveyors to eliminate manual handling and transporting of work . . . and replacing costly manual folding with fast, automatic folding.

In plant after plant, the result is invariably the same . . . fewer operators and less floor space required . . . greater hourly production from each operator and each ironer . . . and much lower ironing costs.

American Mechanized Flatwork Ironing is individually tailored to fit each plant's particular processing methods. The pictures shown here will enable you to visualize how *American Mechanized Flatwork Ironing*, with all its advantages, can be applied to your plant.



▲ At delivery ends of large-piece ironers, work is automatically quarterfolded lengthwise by TRUMATIC Folders. In one-ironer plants, the one ironer used for both large and small pieces is equipped with TRUMATIC.



▲ In 3-ironer plants using separate ironer for small pieces, small flatwork is conditioned in 34x72" ROTRAIRE Tumbler. Conditioned pieces from Tumbler are discharged onto inclined conveyor which drops them onto a conveyor traveling at convenient feed height for feeders at small-piece ironer.

At delivery end of small-piece ironer, work is automatically stacked in individual lanes by STACKRITE Stacker (left); then folded automatically on FOLDMASTER Folder (foreground) ▼



WRITE TODAY for free, illustrated booklet, describing how you can mechanize your flatwork ironing. BE SURE, too, to have your American representative show you the motion picture "American Mechanized Flatwork Ironing".



The
AMERICAN
 LAUNDRY MACHINERY CO.

CINCINNATI 12, OHIO



This article is taken from a talk delivered at the recent Second Annual Young Men's Management Conference of the AIL in Atlantic City, New Jersey, February 2-3.

THE job we have done in our plant to increase our production and to decrease our costs was done by adhering to certain basic principles which can be fruitfully applied to most plants, large or small.

Our own program included a large outlay for capital equipment. However, the savings which can be effected with a minimum of outlay are the savings which I feel are the most gratifying.

During the war years, our plant, like most others in our industry, operated under the then prevalent problems of manpower shortages, absenteeism, supply shortages, inability to get new equipment and all the governmental restrictions imposed by the innumerable alphabet agencies, such as WPB, OPA, WMC, ODT, and so forth. In spite of these difficulties, we managed to maintain a fairly decent volume of business, but with a sacrifice of quality and service. Naturally, these factors created a certain amount of laxity, lost motion, waste, and inefficiency.

With the close of the war, with the return of the country to some semblance of peacetime economy, with the gradual elimination of women in industry, with the manufacture and sale of substantial numbers of domestic washing machines, dryers, ironers, etc., with the change from a sellers' market to a buyers' market, we found ourselves faced with a constant weekly shrinkage in certain of our semi-finished services, which represented a large part of our volume.

During February 1948, the laundries in Philadelphia suffered a strike of almost three weeks' duration. This strike unquestionably accelerated the sale of home washers and kindred equipment in our area and probably accentuated the fact that families could do some, if not all, of their laundry at home, because it was from this point on that our plant began to feel the pinch of a dwindling volume.

These are some of the questions regarding plant production that we were faced with: Was it possible for us to better our quality, to better our service in order to hold, and if possible, increase our volume? Was it possible for us to do this and at the same time reduce the number of productive working hours; better still, reduce the number of productive employees and enable our remaining employees to earn a better livelihood?

We felt that these things were not only possible, but, in fact, vital to our operation.

We started out by calling in several laundry machinery companies to survey those departments of our plant where we felt the largest economies and improvements could be made. We also checked these surveys with several outside engineering people. As a result, we embarked on a plant improvement program which included replacement of old equipment, revamping of departments, relocation of several departments, as well as the installation of a new drycleaning and household department.

In spite of the fact that a number of changes which improved flow of work, reduced lost motion, consolidated half jobs, were made at a minimum of expense, the probable total of all these improvements and changes will run us around \$125,000.

It took the best part of 1948 to get all our facts and figures together. It was in the early Spring of 1949, that we started to make actual physical changes. We are hopeful that we will complete our program in the late Spring of this year.

In 1948 we were operating our plant on three floors. Our shirt department consisted of three old style multiple shirt units, each having two triple heads, two bosoms, two bodies, two sleeves, two collar rites, and each unit having three to five hand finishers and folders.

We replaced all of our shirt presses with five new four-girl units. Two of these five units are equipped with low pressure attachments, enabling us to process sport shirts on these same units. I might add that we hanger and bag all sport shirts and, naturally, make an extra charge for them. We added one additional collar press in each of our shirt units for purposes of better collar drying and, consequently, a better looking shirt. We added a french-cuff attachment on each side of the



Cornell's new eight-roll ironer. Delivery end is equipped with automatic folder. Installation of conditioner, spreader, and conveyor is expected to eliminate hand shaking

folding table, enabling us to fold french-cuffs more evenly and to eliminate cuff-fasteners. By the following method, each shirt operator checks for missing buttons and tears as the shirts flow through the units; number one operator is responsible for cuffs and sleeves; number two operator is responsible for collar and body; number three operator is responsible for the front of the shirt; where a shirt requires buttons or minor repairs, the number four operator, instead of folding the shirt, places the shirt on a hanger, thus signifying to the mender that the shirt needs some sort of repair.

Upon completion, the mender fastens, by button, a small tag on the front of the shirt, calling to the attention of the customer this additional care. Again, the emphasis on the little extras for our customers. We rebuilt several of our old shirt presses and made a two-girl unit specializing in full dress shirts, which we cellophane. Again the emphasis on quality and appearance. Although we prefer an incentive wage plan in this department, the shirt operators are still paid on a piece-work basis prescribed by our union contract, which basis the union, as of our last contract negotiations, has been unwilling to change. We iron the collars and cuffs on all shirts under size 13½ on the shirt units, but iron the body and bosom on the wearing apparel units. Our hand finisher folds and envelopes them.

These are just a few of the many methods we have installed to obtain better quality and appearance. We wash all shirts in nylon nets and assemble these in the shirt department on an assembly reel. To prevent the drying out of shirts during lunch hour or overnight, we cover the assembly reel, shirt hampers, and shirt damp boxes with a plastic cover.

In 1948 our wearing apparel department consisted of seven units, two presses each, of various types and sizes. Two hand finishers did touch-up for the seven operators.

We now have five all-purpose wearing apparel units, each consisting of one 51-38 press, two mushroom presses, and one egg-shape puffer. In making this set-up, we utilized five of our original wearing apparel 51-38 presses and added 10 new mushroom presses and five egg-shape puffers. Each press operator is responsible for her own puffing, which reduces the amount of work that has to be handled by the hand finisher. One of these five wearing apparel units is equipped with low pressure attachments for silk and rayon work. All nurses' uniforms, women's blouses, and other fine articles of wearing are hanger and bagged—again stressing quality and appearance. Wearing apparel requiring touch-up is now being handled by one hand finisher. We have

installed the AIL point system for both wearing apparel operators and the hand finisher, paying these girls on an incentive wage plan.

In 1948 we had five linen supply press units, each consisting of three presses of various types and sizes.

We rebuilt all of the linen supply press units, eliminating the older type machines and set up four units of three 54" presses each.

We made one small department, in which one employee operates the handkerchief ironer, hosiery dryer, and the detachable collar unit.

We also located our mending and button equipment and assembly reels for the shirt, wearing, and linen presses in this section of the first floor so as to better serve these press departments. (See Chart No. 1.)

These three departments, namely, the shirt department, wearing apparel department, and the linen supply press department, occupied approximately one-half of our first floor, and the total number of employees in these departments, including preparers, menders, handkerchief, hosiery, and collar-ironing operators, was 55, with an average of 2,420 hours weekly.

The number of persons in these departments now, with a slightly larger volume flowing through than that in 1948, total 43 employees with an aggregate of 1,680 hours weekly.

Our finished assembly and packaging department was located on our second floor. This required all finished work to be trucked on an elevator to our second floor. The total number here, including wrappers and bundle boys, was 12 employees with 525 hours weekly.

We had contemplated utilizing every inch of space and now had sufficient area on this part of our first floor to bring down from the second floor our finished assembly and packaging department. By dove-tailing this department in between the wearing apparel department and the shirt department, by change of sorting method, making each sorter responsible for her own wrapping, and by setting up an incentive wage plan for this department, we reduced the number of personnel from 12 to seven, and the hours from 525 to 325 weekly. (See Chart No. 2.)

Making a recap of the departments I have just covered, we find that where we had a total of 67 employees with an aggregate of 2,945 hours weekly, we now have 50 employees working 2,005 hours weekly, a reduction of 17 employees and approximately 940 hours weekly.

The other half of our first floor is occupied by our flatwork department. In 1948 this department consisted of four six-roll and one eight-roll chest type flatwork



One of the plant's new four-girl shirt units in action. New equipment replaced three old style units



The laundry now uses five all-purpose wearing apparel units such as the one above instead of the seven units formerly used

Department	Before		After		Saving	
	Per.	Hours	Per.	Hour	Per.	Hours
Chart #1						
Shirt.....	32	1510	22	815	10	695
Wear. App.	8	250	6	195	2	55
Hand Fin.	2	90	1	51	1	39
Linen.....	6	220	5	185	1	35
Miscellaneous.....	7	350	9	434
	55	2420	43	1680	12	740
Chart #2						
Fin. Assembly.....	12	525	7	325	5	200
Chart #3						
Flatwork.....	54	2150	29	1100	25	1050
Chart #4						
S. F. Cl. & Ass.....	14	516	8	312	6	204
Washroom.....	14	633	12	527	2	106
Tumbler.....	2	92	2	98
Marking.....	12	439	7	303	5	136
	42	1680	29	1240	13	440
Chart #5						
Total.....	163	6775	108	4345	55	2430

ironers. We had 54 employees in this department working a total of 2,150 hours weekly. We converted our four six-roll machines into two twelve-roll flatwork ironers by hooking them together in tandem. We traded in the eight-roll ironer and bought a new eight-roll equipped with a two-lane automatic folder. (See Chart No. 3.) These changes with approximately the same tonnage being handled by this department now as in 1948, have enabled us to operate with 29 employees working 1,100 hours weekly. A net saving of 25 persons, or 1,050 hours weekly.

The production in this department will further be improved with the installation of conditioning equipment, spreader, and conveyors, all of which should be operating within the next 30 days. This will mean that all large pieces will be handled by the eight-roll flatwork ironer and folder and all the small pieces will be ironed by an adjoining twelve-roll ironer, this work being fully identified lot work. We are also expecting to eliminate hand shaking at these two ironers. The other twelve-roll flatwork ironer will handle bundle work and linen supply flatwork.

We originally had eight 36" x 30" tumblers adjacent to our washroom in the semi-basement. We have moved these machines up to the flatwork department and have added two additional machines, making a battery of ten tumblers. We have eliminated the individual lint boxes and have installed one large lint box outside the building, connected by a system of ducts to all the tumblers, in order to maintain more constant heat and to eliminate lost time required by cleaning out the individual lint boxes.

We have made no equipment changes in our washroom, which is modern with 12 monel washwheels and five open-top extractors, all individually motor driven. For better supply control, we have installed a circulating liquid soap system, piping our soap and alkali supply directly to each machine. For better and fuller utilization of wash machines and to obtain capacity loads we have combined several colored classifications, washing these in cold water, at a temperature of 100 degrees or less. For better quality control, we run test pieces in all classifications which we submit quarterly to the Ellen H. Richards Institute, School of Chemistry and Physics, Pennsylvania State College, and test pieces

occasionally to AIL for their findings, comments, and recommendations.

Semi-finished services are classified and, after washing and extracting, are assembled in one portion of our semi-basement adjacent to the washroom. This department works completely on a key tag system, using nylon nets throughout. It is in this department that we have experienced a considerable loss in tonnage.

We have made no changes in equipment in our marking department, which is black ink and full identification. We have standard marking booths, marking and listing machines and standard conveyor arrangement. We have eliminated certain paper work and set up a new system of classification at the end of the conveyor by means of striped nylon nets and closing of lots on a key tag system. One operator handles all household and specialty items, in addition to her regular work, in order to centralize the responsibility in the handling of fancy work. We have also installed a wage incentive plan in this department.

The total personnel in the tumbling, washroom, semi-finished classifying and assembly, and marking department was 42 employees working 1,680 hours weekly. These departments now employ 29 people working 1,240 hours, a net saving of 13 people, or 440 hours weekly. (See Chart No. 4.) It is interesting to note that there were no major equipment changes in these departments, yet with the exception of the department handling semi-finished services, where reductions in personnel were natural because of reduction in tonnage, we did reduce personnel in the other departments primarily because of consolidation of jobs.

Blackboards showing production standards required, names of individual operators, and their actual production are located in each department. Results are posted daily. Supervisors constantly check operators for output, stressing not only the necessity for good production, but for good quality as well.

We maintain a daily personnel chart which shows direct and indirect personnel in each department. We use this information for our AIL Form 16, which we prepare religiously each week.

Summarizing, our tonnage is slightly less and our dollar sales are slightly higher than in 1948. In that year we had an average of 163 productive employees working 6,775 hours weekly. Today, we average 108 productive employees with a total of 4,345 hours weekly—a net saving of 55 persons, or 2,430 hours weekly. (See Chart No. 5.) It is interesting to note that our present average hourly rate is 21 cents higher than in 1948, because of increased union scales, wage incentives, and increased production. However, all these changes, taking into account the cost of additional supervision, have enabled us to effect a payroll saving of approximately \$20,000 a year before taxes.

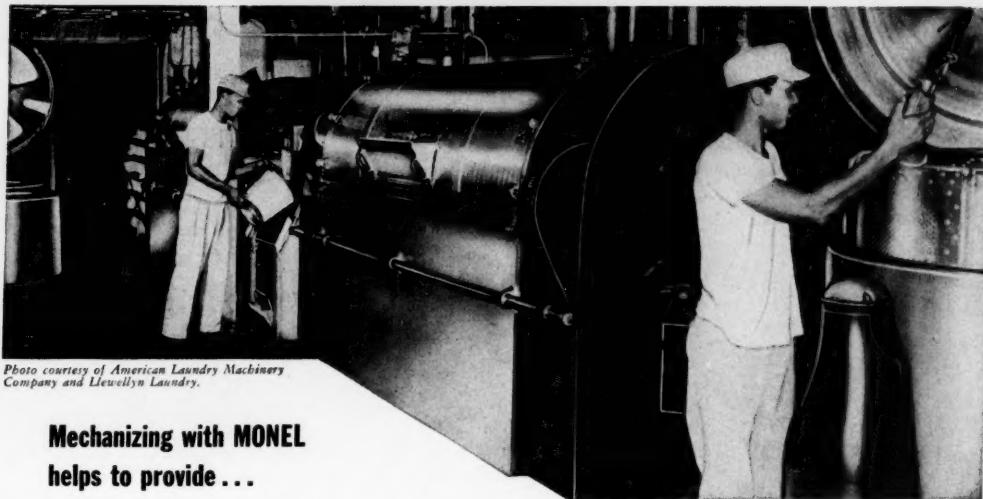
In conclusion, I would like to impress upon you the thought that the savings which we have been able to effect in our plant are basically due to a combination of general principles which can be applied to any plant, large or small; these principles are as follows:

First—Replacement of equipment when it will pay for itself within a reasonable length of time.

Secondly—Combining operations where possible, whether departments or individual jobs.

Third—Elimination of lost motion, steps, trucks, and backtracking.

And finally, where possible, an equitable incentive wage plan and installment of a reasonable set of production standards which must be adhered to religiously and must be checked throughout the plant daily, if not hourly. •



**Mechanizing with MONEL
helps to provide . . .**

IMPORTANT SAVINGS in MAN-HOURS and SUPPLIES

— at Llewellyn Laundry, Louisville, Kentucky

Whether your laundry is large, medium or small, mechanized equipment is a money-saving investment.

Here's what the Llewellyn Laundry down in Louisville, Kentucky, says . . .

"The savings at Llewellyn began after we installed three AMERICAN Cascade Automatic Unloading Washers with 'Companion Controls' and one 54" *Notrax* Extractor.

"This pushbutton-operated equipment is now efficiently handled by only two men. This alone means a saving of \$70 a week.

"And there are other savings besides! 25% on soap and supplies, 25% on fuel, 25% on water, and 25% on floor space. Washing time on white work has been reduced by a full 10 minutes."

With American full automatic Washing Controls, there are only three operations needed for each load washed. Having performed these, the washman can leave a machine unattended until its contents are ready for automatic unloading into the extractor containers. The unloading takes less than a minute. And the mechanically loaded and unloaded *Notrax* Extractor saves up to 22 man-minutes a load.

Mechanical measuring devices help save your soap . . . starches . . . sours. Every measurement is accurate. And automatically timed washing cycles do more — much more — than simply save steam, power and water. They help you keep washing quality up to the standard you yourself set.

Because this equipment is made of MONEL®, you have no worries about rust, corrosion, frequent maintenance or costly repair. Stronger and tougher than structural steel, it resists corrosion by soaps and detergents, by alkalis, starches, dilute bleaches and fluoride sours. Washer cylinders and extractor baskets stay smooth, don't develop pits and rough spots.

Right now, of course — with metals rapidly being diverted to America's national defense program — you may not be able to obtain all the Monel equipment you'd like to install. But we hope the time will soon come again when you'll be able to.

Remember — for a smooth-running, profit-making washroom, mechanized equipment of Monel is a sound investment, a proved money-saver in laundries from Providence, R. I., to Portland, Oregon . . . from Savannah, Georgia, to San Francisco . . . and in laundries everywhere between!

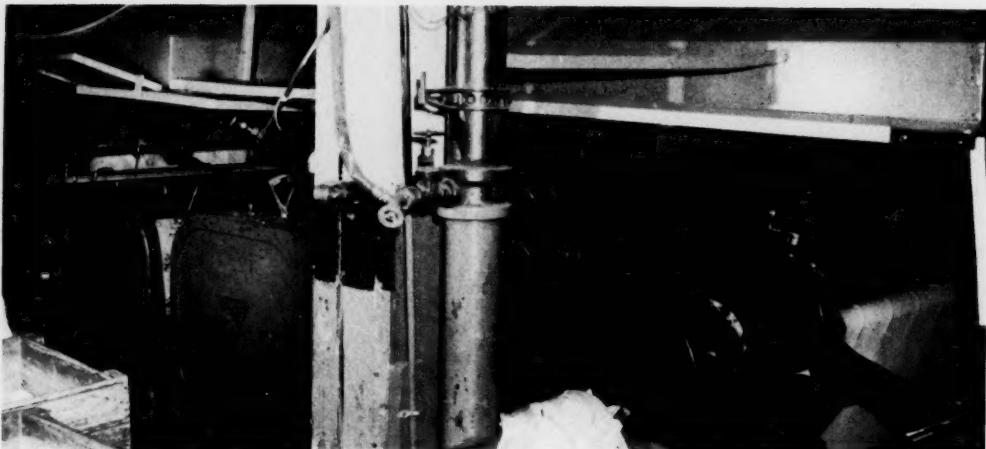


MECHANIZE with MONEL



THE INTERNATIONAL NICKEL COMPANY, INC.

67 Wall Street, New York 5, N. Y.



Two six-roll ironers which were hooked together to form one 12-roll machine

LABOR SAVERS

How Laundry Uses Two Six-Roll Ironers In Tandem and Pipes Soap to Washers

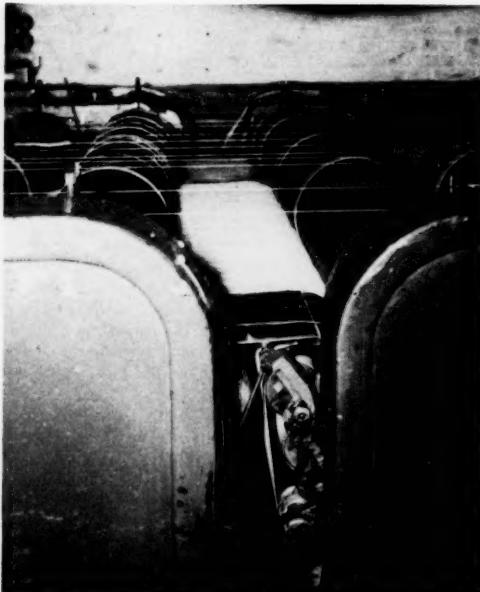
By JOHN J. DUNN

IN his talk at the recent AIL Young Men's Conference, Lester Fertman of the Cornell Steam Laundry in Philadelphia made a couple of references which caught the attention of the audience even though he didn't have time to give all the details. One reference was to hooking up two six-roll ironers in tandem to form a twelve-roll machine. The other remark dealt with a system for piping soap to the washers from a make-up tank.

The achievement of higher production per operator in the flatwork department was one of the primary goals of the plant's reorganization program. In this department Cornell had four 20-year-old six-roll flatwork ironers in addition to one eight-roll machine. The eight-roll ironer was traded in for a new eight-roll equipped with folder. The four six-roll units were converted into two 12-roll machines. The result was equal production per hour with a reduction in personnel from 55 to 29.

The ironers were hooked together in tandem by removing the apron and receiving devices at the unloading end of one machine while the feeding fixtures were removed from the front of a second ironer. A metal plate was inserted between the number six chest of the first machine and the number one chest of the second. As the pieces move through they are passed under the last roll of the forward unit, pushed over the plate and picked up by the first roll of the second unit.

The transfer plate is quarter-inch steel. Its length is 120 inches to conform with the width of the ironers. Since the aprons were removed from the first six rolls, the pieces make a single pass through the first six rolls



Baffle plate between end chests of two ironers carries pieces from one unit to the other

WATER

THE MOST VERSATILE SOLVENT

Water is usually taken for granted and seldom thought of as a solvent. It is a solvent, though, and a very remarkable one. Dry cleaners are well aware of the tremendous variety of stains and soils that resist removal with their most powerful dry cleaning solvents but respond readily to treatment with water.

Unfortunately, this excellent solvent power also enables water to dissolve a great many solids that turn out to be nuisances in the laundry — calcium and magnesium salts, for instance, which make water hard and force laundry operators to install water-softening equipment.

We know what to do about hard water and while we might like to be rid of that particular result of the solvent power of water, we can be thankful that there are ways of taking constructive advantage of its dissolving action.

The subject of water and water hardness is discussed in a recent issue of *Cowles Laundry Tips* entitled "Water". If you do not have this issue, we will be glad to send it to you.

Improving Water's Solvent Action

To get the most efficient solvent action with water in your washing formulas, make that water colloidally active with ESCOLITE and good soap. ESCOLITE contributes valuable colloidal action to help soap pull grease, oil, fat and other soil constituents into emulsions that resist breakdown during dilution and contribute substantially to further soil removal.

Your Cowles Technical Man will be very glad to help you set up formulas that clean colloidally as well as chemically — clean thoroughly and safely — with ESCOLITE helping your soap.



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BUILT EVEN BETTER

than the Metros* that held first place for 12 years



The new Internationals with Metro bodies are even better than the models that were good enough to be leaders in the multi-stop delivery field for 12 years.

Here are some of the outstanding advantages you get in the new Metros:

1. \$11,000,000 Silver Diamond engine. New power and pep as well as new thrift and economy are built into the new valve-in-head Silver Diamond power plant. You get a full-pressure lubrication system, micro-finish main bearings, 100% counterbalanced crankshaft, and other advancements.

2. Faster deliveries. You make better time in city traffic. Improved steering, short overall length, and wider front axle tread enable you to thread more easily through narrow streets, park more easily in cramped spaces, and turn more easily in the shortest practical circles.

3. Easier loading and unloading. Lower Metro floor height makes the driver's job easier, saves extra time and effort in making deliveries from front or rear. In addition, the Metro interior offers more ceiling room for easier stacking of packages.

4. Increased driver comfort. You sit in foam-rubber

comfort on a roomy seat. You get full front visibility through five large glass areas. You enjoy more positive steering control as well as greater maneuverability from a more comfortable driving position.

5. Heavy-duty engineered stamina. Even the smallest Metro has extra strength built into every part. You get the savings in operation and maintenance and the long life that have kept Internationals first in heavy-duty truck sales for 18 straight years.

6. Choice of 6 different models. There are 6 different models in the Metro line to assure you exactly the right truck for your delivery operation. GVW's range from 5,400 to 10,000 pounds; body capacities, from 235 to 375 cubic feet.

Get the complete information about America's most popular multi-stop delivery truck from your nearest International Truck Dealer or Branch.

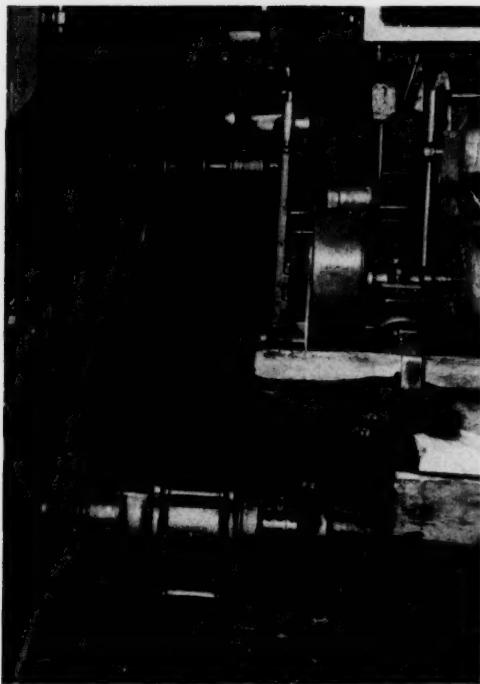
*Metro. Registered trade mark of The Metropolitan Body Company, Inc., subsidiary of the International Harvester Company.

International Harvester Builds
McCormick Farm Equipment and Farmall Tractors
Motor Trucks . . . Industrial Power
Refrigerators and Freezers



Heavy-Duty Engineered

INTERNATIONAL
INTERNATIONAL HARVESTER COMPANY CHICAGO



Both series of rolls are powered off same electric motor using belt drives. Synchronization of speed is achieved through proper gear ratio of pulleys. Pulley on one unit is slightly larger than the other.

and a double pass through the second ironer.

The original five-horsepower motor was replaced with a seven-and-a-half-horsepower unit which is used to drive both series of six rolls. The clutch and the motor are synchronized to the two series. The 12-roll machines are run at 55 feet per minute and carry a little better than 100 pounds of steam.

Cornell's soap system is the result of a series of experiments Mr. Fertman conducted after returning to the plant from the army. Soap and alkali are mixed in two 1,020 gallon tanks and circulated through the washroom. A hose similar to that used on a gasoline pump is inserted into the line above each washer. On the soap runs the operator distributes the detergent into the wheel without bothering with buckets.

Three steam agitators in the bottom of each tank provide the mixing action. The night watchman starts the agitators early in the morning, so that the mixture is ready for use when the crew comes on duty. The agitators are cracked open a couple of times during the day to maintain the heat and consistency of the detergent.

A half-horsepower molasses-type pump keeps the soap and alkali in circulation. A method of preventing the mixture from congealing in the pipes during the night was one of the major stumbling blocks Mr. Fertman faced in his early experiments. Eventually it was decided to flush out the circuit with hot water. At the end of the day the water, pumped into the pipes forces the soap out. The hot water lies in the pipes overnight and in turn is forced out when the circulation of soap and alkali begins in the morning. There tends to be a



Washroom operator adds soap and alkali to wheel by opening hose leading from circulation system



The two tanks used for mixing soap and alkali for circulation through the system. Tanks are used in turn and a mixture is made up in each tank about twice a week.

certain amount of congealing within the flexible hose but the operator can easily overcome the trouble by whipping the hose back and forth.

Mr. Fertman estimates that the tanks, two-inch pipes, and installation represents an investment of about \$5,000. At Cornell, he reports, the system paid for itself in two years. Among the advantages of the system, he lists savings in supplies plus better control over the mixture entering the wheel. ●

Rhapsody in Bellevue

WISH you'd all take the next five minutes to feel real sorry for the likes of me. Better yet, send me your name and address on the back of a new ten-dollar bill and receive a detailed report.

To round out this month's quota of Rhapsody, I decided the time was ripe for a little swing through Missouri, away from the snow and cold of Iowa. The first day out I wind up in Mexico, Missouri . . . marooned in ten inches of snow for three days! The one bright spot was being the guest of Turner Williams who operates the Crown Laundry & Cleaning Co. there. To top it off I even found enough material at the Crown to fill out this column of gadgets! •

Hot Water for Monday Morning

The Crown has an outdoor hot water storage tank, which is heated with exhaust steam from the steam engine which generates their electric power. After the plant had been shut down over the weekend, it used to be quite a problem to get

the big hot water tank up to working temperature for Monday morning. This problem was licked by installing a $\frac{3}{4}$ -inch copper coil in the line between the tank and the washroom. Part of the exhaust steam from the steam engine is diverted through this coil, raising the temperature in short order. •

Clock Light

Why more launderers don't fix their clocks so that they can be read is beyond me. Most plant clocks are still lighted by a shaded light over the top. The light is always just right to be reflected from the glass and into your eyes when you try to see what time it is. (To prove how important this is, let me tell you what happened to me in Indianapolis. I couldn't see what time it was and Lee Hocker told me it was only 10:00 a.m. The result was that I didn't go to lunch until 3:00. Then he sold me a bill of goods on dieting, and would let me have only a bowl of soup! Furthermore, I can prove it!) •

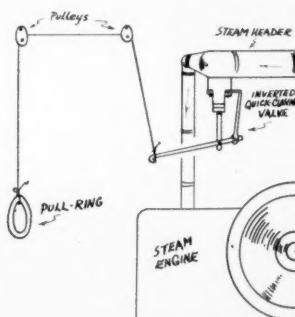
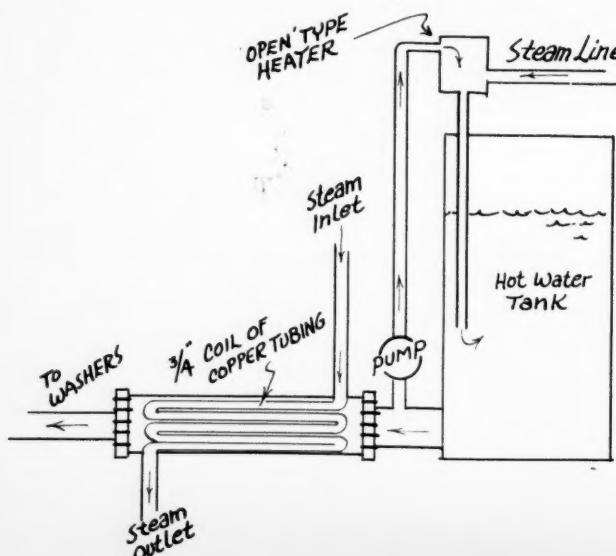
Crown has eliminated this annoyance by placing a shaded lamp



at the bottom of the clock . . . no more reflection. It's easier to read, too. •

Engine Safeguard

Like most plants which use steam engines, there have been a number of times when the governor on Crown's engine failed, and only quick action saved the plant from



serious damage. With the steam control valve in front of the engine head, it took a brave man to get in there and close the manually operated valve. Now there is an inverted quick-closing valve on the steam line, with steel cables lead-



AMERICA'S
OUTSTANDING
laundries
depend on...

HUEBSCH
OPEN-END
TUMBLERS

SPACE-SAVING INSTALLATION!
A total of 32 Huebsch Tumblers swiftly handles the drying operations of Adelman's, Milwaukee, Wis., one of America's most modern and progressive laundries and dry cleaners. Above is partial view of 11 of 17 Huebsch Tumblers lined up in production row.

Huebsch Open-End Tumblers must be good . . . more than 70,000 are now in daily use, more than all other makes combined! Everywhere, Huebsch proved performance . . . plus Huebsch well-known acceptance . . . makes Huebsch the wanted tumbler.

COMPARE **HUEBSCH** ADVANTAGES . . . YOU, TOO, WILL CHOOSE **HUEBSCH**



FOUR SIZES:

36" x 18" 36" x 30"
36" x 24" 42" x 42"

- **Faster Drying** at Lower Cost.
- **Saves Labor** . . . easier and faster to load and unload. Just snap the switch, open the door. No inching, braking or cylinder aligning.
- **Low Initial Cost** resulting from volume production by Huebsch.
- **Less Maintenance.** Sturdily built to take the day-after-day punishment of drying capacity loads.
- **Low Steam-Electric Consumption** makes Huebsch economical in operation.

For complete details, see your Huebsch representative or write, wire or phone us direct.

**INVENTOR AND WORLD'S LARGEST MANUFACTURER OF
OPEN-END DRYING TUMBLERS**

Makers of the famous Huebsch Handkerchief Ironer and Fluffer • Pants Shaper Automatic Valves • Feather Renovator • Double Sleever • Collar Shaper and Ironer • Garment Bagger • Cabinet and Garment Dryers • Washometer • Hosiery Ironers • Spring-Type Filter.

HUEBSCH
Originators



**FOR
PROVEN**

NET

Depend on WHITEHOUSE



**WHITEHOUSE
PRODUCTS, INC.**

**360 Furman Street
Brooklyn 2, N. Y.**

SAVINGS

BLUE STREAK NETS

Yes, laundries and dry cleaners alike have proven that famous "Blue Streak" nylon nets save for them in many ways.

These long-lasting nets are made of a special heavy-filament nylon yarn—expressly designed to stand up under the wear and tear of daily use in laundry and dry cleaning establishments.

Whitehouse "Blue Streak" nets are non-absorbent. They save on supplies, on labor, on power costs. And now with defense needs

paramount, these savings are more important than ever before!

Use extra-durable "Blue Streak" nets—they really *last*.

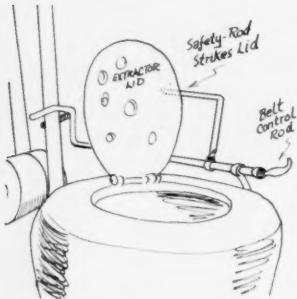
OTHER WHITEHOUSE PRODUCTS

Whitehouse makes other high-quality products, designed especially for dry cleaning and laundry use. Ask your jobber about Whitehouse press covers, both tailor-made to fit the press or available as piece goods.

ing to two points in the room. At the first sign of trouble, the steam header to the engine can be closed instantly by pulling either of the two pull-rings on the ends of the cables. •

Belt Control for Extractor

In the drycleaning department they've made a belt-driven extractor safe enough to pass the State safety requirements. The belt can't

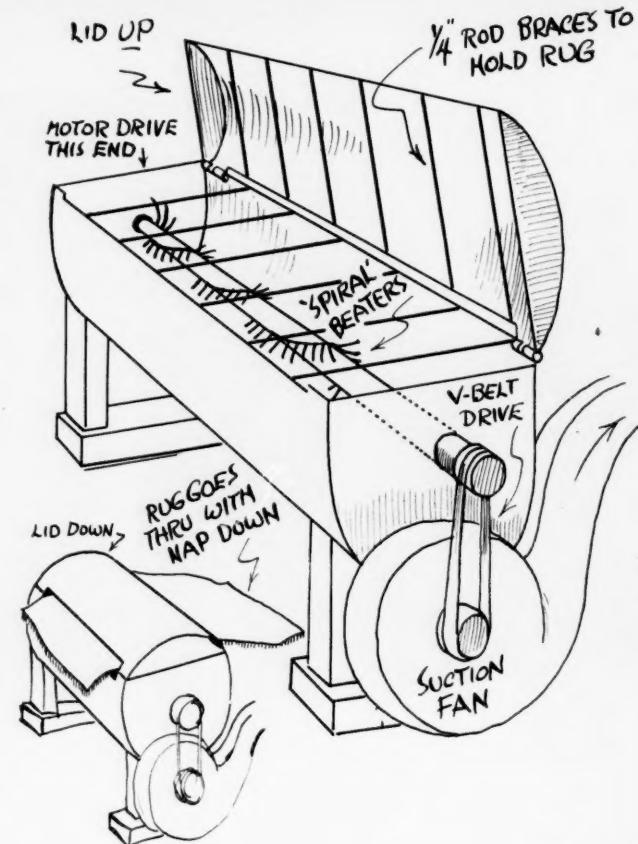


be thrown over on "drive" until the lid of the extractor is closed. To do this, an L-shaped piece of metal strap has been attached to the control rod running along the side of the extractor. If the operator attempts to throw the belt by moving the control rod when the cover is raised, this L-shaped piece of metal will strike the cover and prevent the extractor from starting. As soon as the cover is closed the belt can be thrown. •

Rug Beater

This is where I lose what little mind I have left. I'm going to try to illustrate a home-made rug beater I saw at the Crown. This is where I may make plenty of mistakes, since I know from nothing about rug beaters. The way Turner told me, most rug beaters are designed to operate above the rug, which would seem to agitate the rug and free the dirt and dust only partially, since the dust and dirt which goes up must come down again. Accordingly, the dirt would drop back on the rug unless a powerful vacuum takes it away fast.

This beater is made like a long cylinder, with the top third opening up to permit starting the rug through with the nap-side down. The lid is then closed and the rug is fed through the small openings in front and back. The lower two-thirds of the machine houses the shaft to which are attached the rubber strip beaters. These rubber



beaters are fastened to the revolving shaft in a spiral design, so that the beater action creates a whirl of air that helps force the dust and dirt towards the exhaust end of the cylinder. With the beater on the underside of the rug, Turner figures that dust is removed more efficiently and with less suction.

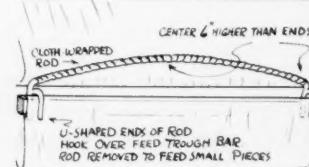
(Go ahead now, and chop my head off. I'm only telling you what the man said.) •

Feeding Aid for Ironer

Turner Williams' son, Warner, is having good results from a gadget of Lew Bradley's which he saw at the Iowa University Laundry. (We ran the item several years ago in this department, but as Warner was still a fly-boy in the Army at the time, he naturally wasn't too interested in STARCHROOM.) Anyhow, the gimmick in question is a curved, cloth-covered rod across the feed-side of a flatwork ironer. High in

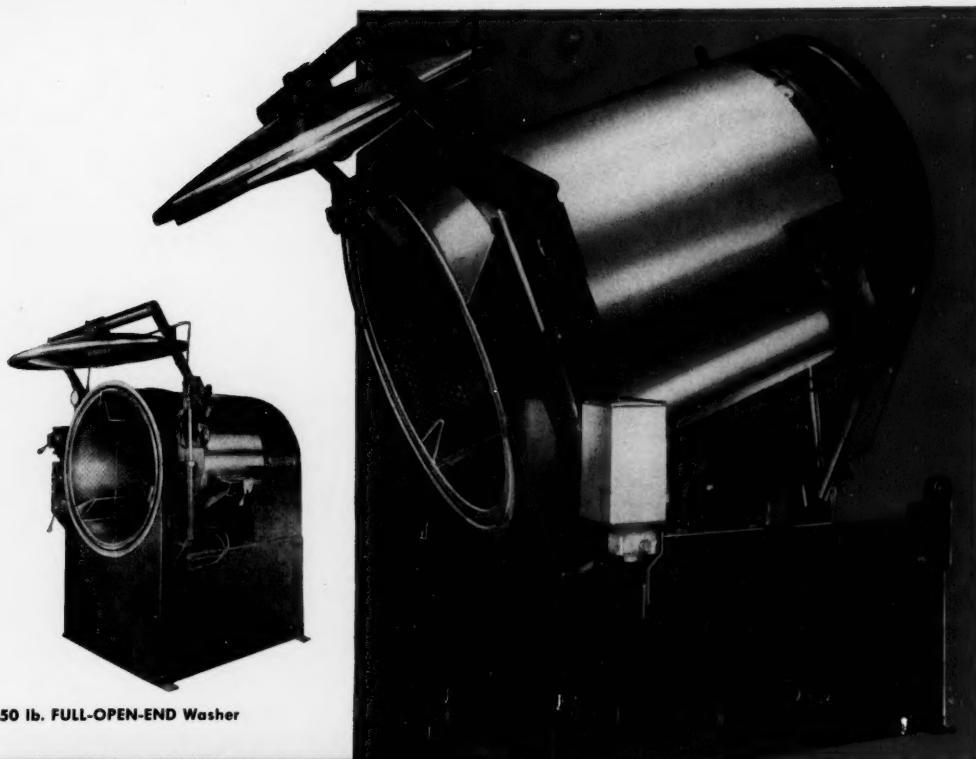
the center, this rod is to afford a greater drag at the center of the

FEED SIDE, FLATWORK IRONER



sheets and prevent the dog-ears that are the usual result when the feeders try to keep the sheet feeding evenly by pulling on the sides.

Two-inch strips of cover-cloth were used to cover the rod and provide the necessary resistance. I think Warner's method of wrapping was correct, but I just remembered something Lew Bradley stressed on this idea. It's important to remem-



150 lb. FULL-OPEN-END Washer

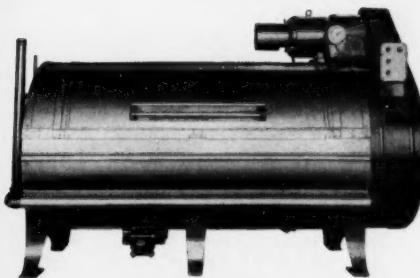
MILLER-

LEADER FOR

EVERY LOAD

For conventional washing methods, MILLER Metal Washers are offered in standard sizes from 36" x 36" to 60" x 96", in Open and "Y" Pocket types.

DYNAMIC DUMPER
Time-Proven for Sensational Results



CONVENTIONAL-TYPE Washer

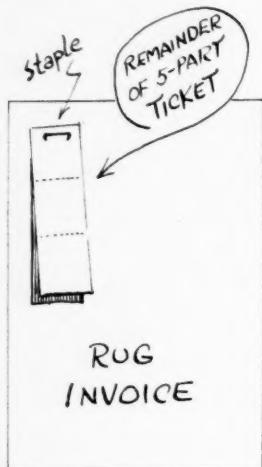
MILLER
MACHINERY COMPANY

Southgate, Michigan

ber to wrap the rod in such a manner that it affords a drag, but also it's good if the wrapping on the rod spirals out from the center, so that it has a tendency to spread the sheets out towards the sides. ●

Rug Identification

Before I forget it, Turner staples identification tags to the back of all rugs. Figures it's far better than printing the name on with indelible ink. Made me real proud to hear him say that, because I know of one fellow who paid damages that amounted to the price of a new

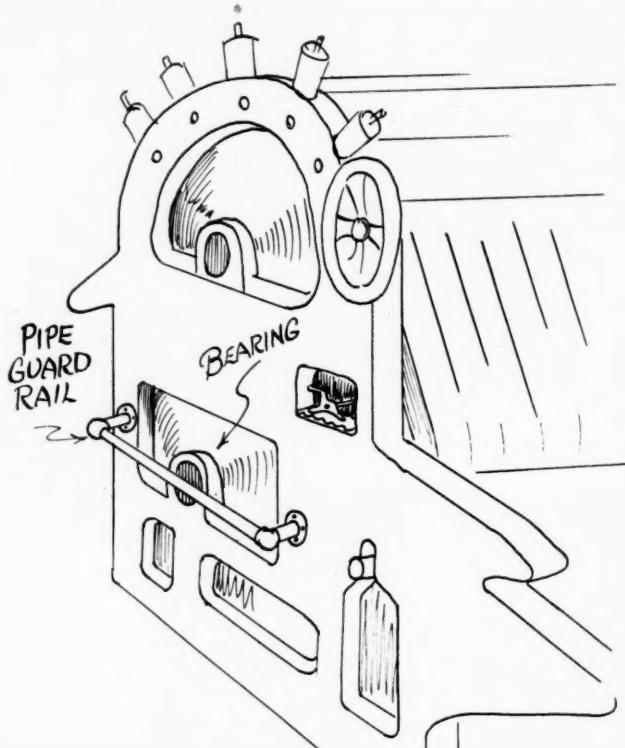


rug just for printing the customer's name on one that came in for cleaning. Seems the lady had a buyer lined up for the rug in question, and the deal fell through because of the indelible marking. Since then he, too, has gone to stapling identification tags on the back.

Something else he does should be mentioned here. He uses five-part tickets so he can have the same identification on all rugs coming in on the same order. The remaining tickets are fastened to the invoice for easy check to see if the order is complete. If only two of the original five tickets are on the invoice, it's easy to see that there are three pieces to be accounted for when the order is assembled. ●

Guard Rail for Calender

Here's something for those of you who have those calender type flatwork ironers. To keep from getting baskets and trucks smeared with grease from the lower trunnion bearing, Turner's engineer, Mr. Brandstetter, has made a guard rail out of $\frac{3}{4}$ -inch pipe to fit across the side of the ironer. This prevents the carts and baskets from coming in contact with the bearing. ●



LAUNDRY BUSINESS TRENDS

New York

Jan. 20—1.1% more than last year
 Jan. 27—3.1% more than last year
 Feb. 3—0.7% less than last year
 Feb. 10—0.4% more than last year

M. R. Weiser & Co., New York

New Jersey

Jan. 20—4.8% more than last year
 Jan. 27—4.3% more than last year
 Feb. 3—3.1% more than last year
 Feb. 10—3.2% more than last year

M. R. Weiser & Co., New York

New England

Jan. 20—2.8% more than last year
 Jan. 27—6.2% more than last year
 Feb. 3—3.2% more than last year
 Feb. 10—4.4% more than last year

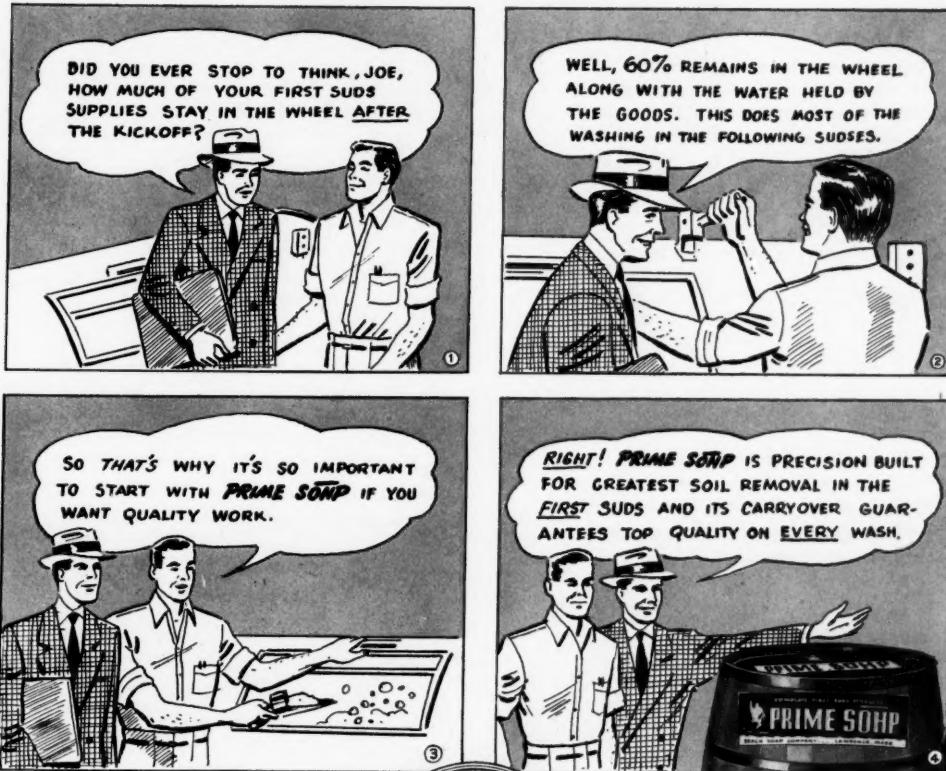
Carruthers & Co., Inc., Boston

Southeast

Dec. 1950—6.0% more than last year

J. R. Wilson & Co., Atlanta

YOU'VE GOT TO START RIGHT TO END RIGHT!



**SUDS IN SIGHT...
WASH IS RIGHT**

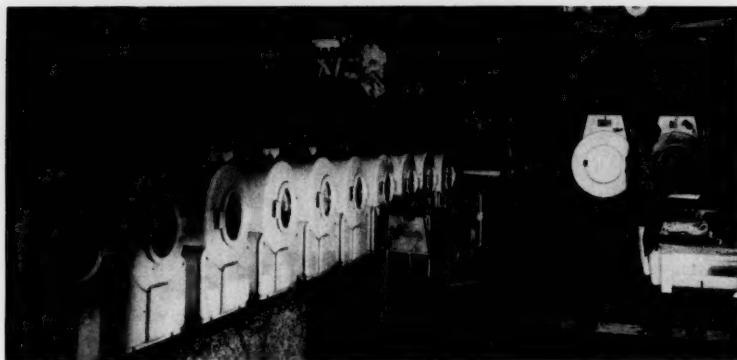


BEACH SOAP COMPANY
Lawrence, Mass.

There's No Simpler Way To Top Quality Washing Than PRIME SOAP In The First Suds

PRIME SOAP

CUSTOM-BUILT FOR THE FIRST OPERATION



Domestic washers on shelf sloping back to drain. Rough dry for customers is over head. Washers are at back in line with domestic machines, and tumblers are set flush with back wall

LAUNDERETTE PAYS

Laundry Builds Its Services By Beating 'Em at Their Own Game

AN increase in weekly volume of around \$300 over the counter for *regular* laundry and drycleaning services has been the result of installing a self-service laundry at the Sunshine Laundry and Cleaners of Columbia, South Carolina. The new department is also taking in close to \$120 a week, which with one woman employee and part of a maintenance man's time, enables plantowners Charlie Stork and Lloyd Hamiter to show a slight profit on this operation.

These men, who operate two plants in Columbia, are sufficiently impressed with the results of their new venture to plan installing a self-service laundry in their other plant.

The present installation is in the plant located in a small suburban shopping center. A corner location, there is plenty of parking space all around the building. To accommodate the "self-service department" part of the call office was removed and partitions run down and across the production area cleared for that purpose. Thus the customer enters the front door at the heel of an "L" shaped room, with the call office in the side and the launderette in the long side.

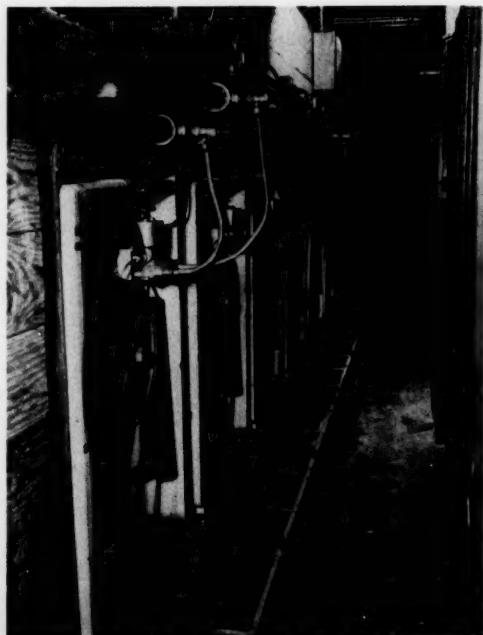
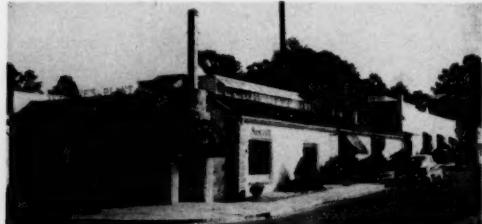
Only ten domestic washers have been installed, since the management expects them to be used mainly as bait for customers who'll be converted to damp wash or even other services. Backbone of the launderette is the three open-end commercial washers and the two open-end tumblers. As the domestic

washer customers come to depend on the department operator to handle the work, including drying, they come to see the economy of the commercial laundry. Especially as it is spelled out for them by the sales girls at the counter.

Not all of the increased business over the counter is converted self-service work or new laundry. The breakdown was not immediately available, but Mr. Stork states that a sizeable increase in weekly dry-cleaning volume is included in that \$300 figure.

Mr. Stork feels that fighting launderettes on their own grounds is a natural. With prices comparable to other launderettes he can *show* customers the laundry does it cheaper. And it is doubtful that launderettes can win a price war with a laundry's launderette!

Sunshine call office at left of entrance, launderette along wall to the right



Back of domestic washers flush with wall, covers removed to permit prompt servicing. Shelf under washers drains to trough shown under water lines

THEN and NOW

At the close of the first half of the Twentieth Century, we of Tingue, Brown & Co. take this opportunity of expressing our sincere thanks for the many valued friendships with thousands of customers throughout the United States and Foreign Countries. We have served the industry from the beginning of the Twentieth Century and are very thankful for the wonderful support and cooperation that we have had.

Immediately following the outbreak of hostilities in Korea, our sales force was notified as follows:

"We would continue to serve all our former customers before endeavoring to take on new accounts. We would not advance our prices until our inventories and commitments, based on former costs, were exhausted."

Generally speaking, inventories of our customers were at a subnormal level in June of 1950. During the past seven months, by producing at maximum capacity, based on the availability of raw materials and based upon Government restrictions, we have met the requirements of our Trade.

It is impossible to predict what will happen in the immediate future, but, all our customers have the assurance that we shall do everything within our power to continue to meet their Mechanical Fabric requirements, and, in no case will the prices be at a higher level than our normal operating mark-up or at such prices as are established by Government edict.

At the present time, our delivery schedule is running four weeks behind current orders. We would not suggest that other than a normal inventory be maintained.

So, therefore, to our many loyal customers, we say it is entirely reasonable for them to assume we can be counted upon to accept the responsibility of furnishing Mechanical Fabrics to take care of their future requirements. Eventual substitution may be a temporary expedient brought about entirely by future Governmental regulations. In the event substitutions for established qualities are necessary, you can be assured such substitutions will be called to your attention, and, no product, wherein a substitution of ingredients or construction may become necessary, will be sold under the Trade Name with which you are familiar.

Tingue, Brown & Co. are mobilized with this in mind so as to be prepared to take care of all our customers.

(Paid Advertisement)



Silva Called Back to Service

Jim, as he is affectionately known by his Tingue, Brown & Co. Associates and many of his customers, is now Lt. James N. Silva, U. S. Army.

We, of Tingue, Brown & Co., will miss Jim, but we want to assure his customers that the territory serviced by him will be covered by Frank Boxt, Bill Hunt and Bill

Causey until such time as Jim can again take over his former duties.

HOME OF . . .

GOLD LINE
HAVE A THREAD OF GOLD
QUALITY FABRICS

TINGUE, BROWN & CO.

Gold Line Laundry Products are manufactured and distributed by Tingue, Brown & Co. Our own quality control and low-cost distribution is your assurance that Tingue, Brown Laundry Products are of the highest quality obtainable.

723 E. Washington Blvd., Los Angeles 21, Cal. Prospect 6023
507 Bishop Street, N. W., Atlanta, Ga. ATwood 3864
1227 Wabash Avenue, Chicago 5, Ill. Harrison 7-0083
1765 Carter Avenue, New York 57, N. Y. Cypress 9-8800



LOUISIANA CONVENES

WITH "Get Ready For What Is To Come" as the keynote, members of the Louisiana Laundry Owners & Dry Cleaners Association met for their annual convention at Alexandria on January 27 and 28. Over 160 delegates and allied tradesmen attended.

After the opening ceremony on Saturday afternoon, Don Tuttle of Procter & Gamble showed his firm's movie, "Leave Less to Luck."

Paul Jacobsen, Wallerstein Company, lead-off speaker on the Sunday morning session, used color slides and some 700 fabric samples, eight classed as non-cleanable, in presenting a talk on handling non-serviceable fabrics. Delegates studied the samples at close range during the question and answer period which followed his address.

William Mercer of the laundry sales and advertising division of the American Institute of Laundering outlined some of the problems ahead for launderers and cleaners during 1951, and suggested advertising to help overcome these difficulties.

Robert Bower, Emery Industries, presented a program whereby plantowners can set up a training schedule



Convention delegates inspect fabric samples used by Paul Jacobsen in his talk on unserviceables



Every one of the Monroe Association's 20 members attended the meeting. Here check for group dues is handed to Blanchard Odom, convention registrar. Entire Ruston group also turned out.



Louisiana officers, left to right, seated: E. Bordelon, O. W. Broussard, J. D. Taylor, M. L. Green, B. Odom, directors; Mrs. H. Sudwischer, president; Philip Foote, past president; Henry Fisher, executive secretary. Standing: W. H. Linkwiler, E. Rush, C. Wells, C. Weiser, V. W. Bagart, directors; Don Weil, vice-president; Sheldon Blue, secretary treasurer. Directors John Kean and R. L. Cline, Jr., were not in photo.

Indispensable for linen supply and overall laundries

DOW

Sodium
CLEANING COMPOUND

Orthosilicate

"Dow Sodium Orthosilicate Cleaning Compound really cut our soap costs—" is a comment frequently heard around laundries, particularly linen supply and overall laundries.

Dow Sodium Orthosilicate Cleaning Compound answers all the requirements for an efficient soap builder. It readily suspends insoluble soil and effectively prevents redeposition. The alkalinity is high enough to emulsify the oils and fats present in the soil, and the material is readily rinsed from the clean clothes.

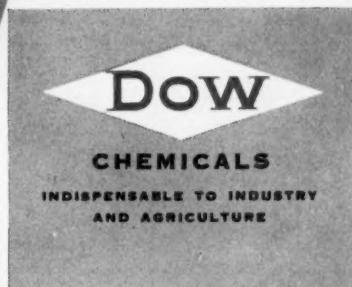
Write the nearest Dow sales office for the address of your distributor.

THE DOW CHEMICAL COMPANY • MIDLAND, MICHIGAN

New York • Boston • Philadelphia • Washington • Atlanta • Cleveland • Detroit
Chicago • St. Louis • Houston • San Francisco • Los Angeles • Seattle
Dow Chemical of Canada, Limited, Toronto, Canada

CUT YOUR SOAP COSTS!

Give Dow Sodium Orthosilicate Cleaning Compound a test run in your laundry. It will help you do a better job at lower cost. It has a high acid capacity so only small quantities are necessary to insure an effective soap solution through the entire sudsing cycle.



along scientific selling lines. He also pointed out successful methods of selling special services, and listed a number of proven door openers.

In the election of officers which followed, Mrs. H. Sudwischer, Crowley Laundry & Cleaners, Crowley, replaced Philip Foote, Chalmette Laundries, New Orleans, as president. Don Weil, Weil Cleaners, Monroe, was named vice-president, and Sheldon S. Blue, Blue's Dry Cleaning and Laundry, Lafayette, was elected secretary-treasurer. Henry Fisher, marketing counselor for the Southern Laundry Owners Association, with headquarters in Memphis, was employed to represent the Louisiana association as its executive secretary.

Directors selected include the incoming officers and former president and: E. Bordelon, Broadview Cleaners

& Tailors, New Orleans; O. W. Broussard, Broussard's Steam Laundry, Jennings; J. D. Taylor, Taylor's Cleaners, Winnfield; M. L. Green, College Cleaners, Natchitoches; B. Odom, Service Cleaners, Ruston; J. Kean, Kean's Laundry & Dry Cleaners, Baton Rouge; R. L. Cline, Jr., Lakeside Laundry, Lake Charles; W. H. Linkwiler, Fashion Cleaners, Bossier City; E. Rush, French Unique Cleaners & Laundry, Alexandria; C. Wells, Model Cleaners, Alexandria; C. H. Weiser, United Cleaners, and V. W. Bagert, Bagert's Laundry & Cleaners, both of New Orleans.

The evening banquet featured short talks by Mrs. Sudwischer, Philip Foote, Henry Fisher, Bill Alberts, president of the Mississippi association, and Robert Rosse, who entertained. •

SOUTHWESTERN MEETING

JOHN S. KEAN, of the Red Stick Linen Supply Company, Baton Rouge, La., was advanced from vice-president to president of the Southwestern Linen Supply Association at the conclusion of the group's annual two-day meeting, February 9-10, in San Antonio, Texas. He succeeds James H. Whiteside, of the Industrial Towel & Uniform Service, Lubbock, Texas.

John D. McDonald, the Alamo Linen Service, Houston, Texas, was elected vice-president. W. D. Alberts, the Clean Linen Service, Gulfport, Mississippi, was named secretary-treasurer, and Ira S. Powell, Southwestern Textile Co., Griffin, Georgia, was elected sergeant-at-arms.

Directors elected were W. D. Alberts, Mississippi; Ray Bartholomew, Missouri; B. A. Helfrich, Jr., Kansas; John S. Kean, Louisiana; Harry James, New Mexico; Stover E. Smith, Oklahoma; and Ralph B. Buchanan, Ed Carroll, John McDonald, Robert L. Myers, David T. P. Nelson and James H. Whiteside, Texas.

David T. P. Nelson, Nelson-Huckins Laundry Company, Texarkana, Texas, was first recipient of the beautiful Arthur Fittger Memorial Trophy, which will be awarded each year to the association member selected as the outstanding linen supply operator in the Southwest.

Biloxi, Mississippi, was selected as the 1952 convention city, and an invitation will be extended to the Southeastern Linen Supply Association to unite in an all-southern linen supply organization for the purpose of securing greater strength and unity of action.

Friday morning's session was devoted to an address entitled "Survey and Sell," by Victor Breininger, Steiner Sales Corporation, Chicago, in which he declared that a line supply salesman must be both a doctor and a druggist—a doctor in that he must prescribe for customers and a druggist in that he must then fill the prescription.

A discussion of a proposed operational cost analysis followed, and this matter was finally left to a committee with Harry James as chairman and a membership including John McDonald, John S. Kean, W. D. Alberts, Robert C. Myers and C. A. Woods.

At Saturday morning's session, David T. P. Nelson presented "The Washington Picture" as a case of complete confusion. He predicted that price controls would remain in force for at least a period of three years, and told association members that about all they can do now is to set their bookkeeping house in order against the day when the new OPA will be inquiring into their costs and prices.

Dr. Robert Thompson, consulting psychologist, warned members to learn how to get along with people, stating that they will have to hire persons that the army and war industries cannot use.

In conclusion, Herbert V. Hedeon, secretary of the Linen Supply Association of America, outlined the services offered by the national organization, and urged members to take advantage of them.

A dinner dance and other entertainment features concluded the meeting. •



Left to right, seated: David T. P. Nelson, John McDonald, John S. Kean, W. D. Alberts, and Robert L. Myers. Standing: Ralph B. Buchanan, Hugo Swan, Ray Bartholomew, James H. Whiteside, Harry James, and Stover E. Smith

Clinton Starches are TOPS from Coast to Coast



- Clinton Laundry Starches give you quick boiling and fast penetration action.
- Planned, processed and manufactured to meet top-quality standards.
- Contain no chemicals to cause discoloration or weakening of fabrics.
- Every batch scientifically formulated and laboratory tested for uniform quality.



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Laundry News Notes



BENTON, ARK.—R. A. Davenport and Mrs. Ruby Perron have sold the Ideal Laundry and Cleaners to H. V. Young. Mr. Davenport, an officer in the Reserve Corps, has been recalled to active service.

LUVERNE, ALA.—A new steam laundry has been opened for business by R. M. Davis and C. F. Findley.

RALEIGH, N. C.—The grand opening of Newton's Inc., laundry and cleaners, Cameron Village, was recently held. The new plant is owned and operated by Marvin F. D. Newton.

ALEXANDRIA, LA.—New equipment has been installed at the Blue Ribbon Laundry and Cleaners.

CHARLOTTE, N. C.—The North State Laundry, Inc., has completed an expansion program which has more than doubled its drycleaning capacity, according to J. H. Allen, secretary and treasurer of the firm. The new portion of the building contains approximately 1,000 square feet of floor space.

ST. PETERSBURG, FLA.—A new drive-in which handles laundry, drycleaning, and shoe repair has been opened at 2000 Central Avenue. The firm is owned by Mr. and Mrs. S. T. Messner, Mr. and Mrs. Fred P. DaBolt, and Mr. and Mrs. Dean Smith.

MACON, GA.—Two laundry and dry-cleaning firms were recently chartered here. They are Snow's Laundry Inc., which set its initial capital at \$100,000, and Sno-White Services, Inc., capitalized at \$50,000.

AUGUSTA, GA.—The new laundry at University Hospital has been completed.

SALISBURY, MD.—The Sunshine Laundry recently celebrated its 25th anniversary. A dinner and dance was held in connection with the celebration.

LITTLE ROCK, ARK.—The Arkansas State Police, in cooperation with the Ar-

kansas Laundry & Cleaners' Association and the Laundry and Cleaners' Association of Greater Little Rock, have set up a laundry mark identification system. John W. Sallis, executive head of both associations, is working closely with police officers in setting up the system.

WASHINGTON, D. C.—Zoning regulations have been amended to permit location of small laundries and dyeing and cleaning establishments in first commercial areas without restriction.

FLORIDA—A recent Florida development is the automatic laundry on wheels. A typical set-up consists of 12 machines mounted on a trailer. Now operating near tourist camps, operators plan to drive the units north after the Florida season, heading for vacation spots or war plants.

COLUMBIA, S. C.—The Columbia Linen Service has been granted a building permit to construct a \$125,000 plant at 420 Huger Street. Similar structures are being built or projected in Richmond, Va., Winston-Salem, N. C., and San Antonio, Texas.



INDEPENDENCE, MO.—William T. Helman, a driver for the Independence Laundry, was recently given a Safety Council award for safe driving.

TERRE HAUTE, IND.—The Hyland Laundry is expanding its physical plant and personnel. New tumbling, flatwork ironing, and shirt finishing equipment has been added.

MUSKEGON, MICH.—Fire recently caused a loss of \$5,000 at the Murphy Brothers Laundry.

DES MOINES, IOWA—Charles E. Wilson has been elected president of the Cascade Laundry Co. He succeeds the

late Howard Wilson. Clarke L. Wilson has been named secretary to succeed his father, Charles E. Wilson. Ward H. Wilson and Glenn P. Wilson were re-elected vice-president and treasurer, respectively.

FERTILE, MINN.—The Fertile Laundry and Dry Cleaners, a new concern, held its formal open house on January 27. The plant, which employs 15 persons, is owned by Norman Bakken.

AKRON, OHIO—The 3-Hour Laundry Service, Inc., is moving into its new building at 54 West Market Street. At the new address the business will be known as the 7-Hour Cleaning & Laundry, Inc.

HIGHLAND PARK, MICH.—The Northwood Laundry and Cleaners is now offering a home linen rental service.

DETROIT, MICH.—The Advance Laundry Co., 22012 John R Street, Hazel Park, has been destroyed by fire. Loss has been estimated at \$25,000.

ATHENS, OHIO—A new laundry for the Athens State Hospital has been named the institution's "number 1 need." A total of \$260,000 is being asked to build and equip a new plant.

LIMA, OHIO—The New Method Laundry and Cleaners has been sold as two separate parcels. Mrs. Bertha McConkey sold the building to Yale Bloom and Frank C. Miller, and the business was sold by Samuel and Maurice Cascade to Sam Stambor and Harry Kersch. Mr. Kersch said that the plant will be remodeled and re-equipped at a cost of about \$25,000.

CHICAGO, ILL.—A recent fire at the Cascade Wet Wash Laundries, Inc., caused damage estimated at \$75,000. David L. Green, president, said that about 90 percent of the bundles were saved.

KANSAS CITY, MO.—New drive-in facilities have been completed at the Bachelor's Laundry Company.

COLUMBUS, OHIO—The Van Dyne Crotty Co. has purchased a plant at 350 Wager Street for an industrial laundry and drycleaning operation. The plant will be operated by their subsidiaries, the Central Ohio Industrial Cleaners, Inc., and Industrial Glove Cleaners, Inc.

(Continued on page 56)



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FEELS LIKE *Cotton!*

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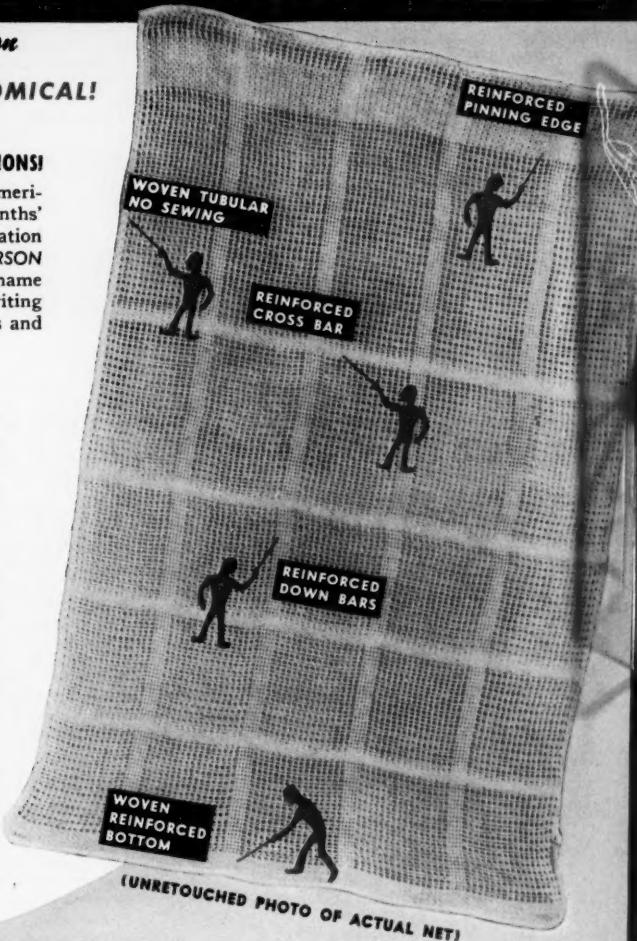
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PROVEN BETTER UNDER TOUGHEST CONDITIONS!

2 YEARS' experimentation developed America's leading nylon laundry net. Now, 12 months' continued use in every-day laundry operation proves the practical advantages of the CARSON SPUNYLON NET. A large eastern laundry (name on request) reports, "up to present writing these nets have given us over 240 washes and are still giving adequate service."

- **SOFT and EASY TO HANDLE!**
Pins and Loads Like a Cotton Net.
- **NO SOAP or CHEMICAL ABSORPTION!**
Saves Costly Supplies.
- **LINENS WILL NOT DRY OUT**
if Hung in CARSON SPUNYLON NETS
(unlike ordinary filament NYLON nets)
- **SIDES and BOTTOMS WOVEN TUBULAR**
— not sewed!
- **LIGHT WEIGHT!** Increase Wash-wheel
Payloads up to 25 Per Cent.



Backed by More than 25 Years of Laundry Textile "Know-How"!

Carson Products include nylon and cotton laundry nets, nylon and cotton press covers, press pads, ironer aprons, and a complete line of all laundry textiles — sold only through jobbers. Send for catalog and prices. If your jobber cannot supply you, write to us.

(Continued from page 52)

ST. JOSEPH, MO.—Conger Beasley, president of the Pearl-Nu-Way Laundry and Cleaning Co., has been re-elected to head the local Community Chest drive.

KANSAS CITY, MO.—New directors of the Associated Laundry Owners of Greater Kansas City are Jack Carlson, Wilbur Theobald, C. H. Dameron, William Jacobs, Phil A. Long, Elmo Fisher, and John Spence.

MICHIGAN CITY, IND.—Cecil Jannsen, owner of the Eastport Laundry-Dry Cleaning, has announced that he is giving up active participation in the management of his plant, but will retain full ownership of it. He named Lawrence Reichel new business manager; Homer Allen, production manager; and Joseph Miller, sales promotion.

GENESEO, ILL.—The Atwood Laundry recently marked its 50th anniversary. The founder, C. H. Atwood, 84, is still active in the business.

DALLAS CITY, ILL.—The Home Laundry has opened for business. It is operated by Mr. and Mrs. Orland De-Frates.

INGHAM COUNTY, MICH.—The February meeting of the SMAILM was held at the Ingham County Sanitorium, with Dan Reynolds as host. Feature of the evening was an address by Mr. Black, Keever Starch Company, and a question-and-answer which followed.

CHICAGO, ILL.—Fire considerably damaged the Paradise Wash Co. on January 29.

BATTLE CREEK, MICH.—A new building to house the Blue Ribbon Laundry is under construction. It will cost an estimated \$40,000.

DES MOINES, IOWA—New dry-cleaning equipment has been installed at Miller's Launderers & Dry Cleaners, it was announced recently by Gene Hawk.

SOUTH BEND, IND.—Robert Swadener has been appointed director of sales for the White Swan Laundry and Cleaning Co.

KANSAS CITY, MO.—The Faultless Laundry recently suffered a \$3,000 fire attributed to static electricity.

CHICAGO, ILL.—The Mim Laundry and Cleaning store, 1212 Rosedale, has opened for business.

GRAND RAPIDS, MICH.—The Baxter Laundries Corporation has reduced authorized common stock from \$1,250,000 to \$501,250.

CINCINNATI, OHIO—A \$3,500-\$5,000 fire recently damaged the Perfection Laundry.



JERSEY CITY, N. J.—Ten employees were recently added to the Twenty-Five Year Club at a testimonial dinner held last February. Ramon Sieminski, executive vice-president, and Edmund Sieminski, vice-president, presented each with a gold watch. Guests at the ceremony were Congressman Alfred D. Sieminski, a former vice-president of the firm; John H. Yauch, counsel for the New Jersey Laundry and Cleaning Institute; William Gonder, business agent of A. F. of L. Teamsters' Local 560; Sidney Gruber, president of Operating Engineers Local 480, and Harold Buckelew, executive secretary of the New Jersey state group.



The new members added are, left to right, seated: Mary Milanowicz, Ramon Sieminski, Stella Radziewicz, Edmund Sieminski, and Phyllis Chrzanowski. Standing: Emily Chalecka, Josephine Florin, Wasil Mykytka, Stefan Nadwodny, Robert Flanagan, Stanley Kinmonth, and Mae Borelli.

UNION, N. J.—Members of the North Jersey Institutional Laundry Managers Association held their annual banquet at the Flag Ship, Union, on February 10. The occasion was in the nature of a testimonial to Daniel Leyhan, who recently retired from his position as laundry manager at Greystone Park, N. J. Fred Bowens expressed appreciation of Mr. Leyhan's services to the group, presented him with a smoking set on behalf of his fellow members, and gave him a certificate designating him as an honorary life member.

BROOKLYN, N. Y.—Cupid's Diaper Service, Inc., has purchased the Ideal-Vortex Laundry, Inc. Due to increased volume of business and consequent need for more space, Cupid's is moving their plant operation into the newly acquired site at 129-09 Jamaica Avenue.

LYNN, MASS.—New washing and shirt finishing equipment has been installed at the Service Laundry, 72 Mudge St.

PLATTSBURG, N. Y.—The Champlain Laundry, which was destroyed by fire on June 28, has reopened. Washing and fin-

ishing equipment was completely replaced.

SPRINGFIELD, MASS.—The National Laundry Co. and the Royce Superior Laundry have merged. Joseph A. Schaines, president of the Royce plant, will now head both laundries. Both will continue to function separately, using their own trucks and retaining their own employees.

STATEN ISLAND, N. Y.—Barney Vander May, president of the Blue White Laundry Company, recently addressed a meeting of the Staten Island Rotarians on the history of the laundry industry.

FAIRFIELD, CONN.—Three of the six departments of the Fairfield Laundry and Cleaning Co., Inc., have been turned over to two of the company's veteran employees, it was recently announced by Louis and Irving Brazen, owners.

The laundry, drycleaning, and rug cleaning divisions have been taken over by Harry A. Sewall and Walter Baxter. The diaper service, mechanics laundry, and self-service laundry departments have been retained by the Brazens. The firm name will not be changed.

NEWARK, N. J.—Sixteen routemen and sales supervisors of the Union Laundry Co. were presented driving safety awards on February 1. Special commendations went to Charles Jegglowski, John L. Dennis, and Ben Fersch for eight consecutive years without a highway accident. A seven-year award was given to Charles Conlan, and a six-year emblem to Carl Hamilton.

PATERSON, N. J.—Willie Moretti, a New Jersey gambler, who bought the United States Linen Supply Company for less than \$3,000 in 1936, has sold it for "over \$1,000,000," his lawyer recently disclosed.

HARTFORD, CONN.—New flatwork ironing equipment has been installed at the St. Francis Hospital.

SPRINGFIELD, MASS.—Arthur C. Stevens, general manager of the New England Laundry Co. of Hartford, was the principal speaker at the annual dinner of the Springfield Laundry Owners' Association.

POUGHKEEPSIE, N. Y.—Freer's Laundry was recently destroyed by fire.

BINGHAMTON, N. Y.—The Binghamton Laundry recently marked its 25th anniversary.

SCHEECTADY, N. Y.—Joseph Carlo has resigned his post of general manager of the American Coat, Apron and Laundry Company, Inc. After he and his wife return from a trip to Europe, he will be connected with the Modern Craft Laundry and will be treasurer of the Free-Car Manufacturing Co., a maker of towel dispensers. (Continued on page 58)

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SOAP BUILDERS
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time, with faster formulas, or shows you how to use less washing compound, or how to get more action out of the compounds you are using—it all sums up to *saving you money!*®

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(Continued from page 56)

HARRISBURG, PA.—Paul F. Porter and Charles A. Traver have sold the Troy Laundry to Mervin E. S. Resnick for a reported price of \$150,000.



PORLAND, ORE.—A panel to review customer complaints in the laundry industry has been established by laundries, cleaners, and dyers in connection with the Chamber of Commerce and the Portland Retail Trade Bureau.

CENTRAL POINT, ORE.—Opening of the Banner Diaper Service has been announced by Dale Dunham and Raymond Roy.

CASPER, WYO.—The Casper Baby Service laundry has been purchased by Charles M. Morrison from Neil Prewitt.

REEDSPORT, ORE.—Mr. and Mrs. George Metheny have purchased a laundry business.

WINNIPEG, MAN.—A recent fire has gutted the Carman Laundry. The plant was opened several weeks ago by James Boughen.



GLASCO, KAN.—A new rug and upholstery cleaning shop has been opened by Robert R. Martin. Pick-up and delivery service will be provided for the towns of Concordia, Belleville, Clay Center, Salina, and Lindsborg. Mr. Martin was chief laundry supervisor, State of New York, for 25 years, and for the past three years has been with Arabian American Oil Company, Dahran, Saudi Arabia.

COLDEN, COLO.—Mr. and Mrs. Walter Southard have leased the White Rose Laundry from Mr. and Mrs. Ralph Burns.

HOLTON, KAN.—Leonard Standish has acquired sole ownership of the Dollar Laundry and Dry Cleaners which he has operated for the past five years. The firm will now be known as the Puritan Laundry and Dry Cleaners. New washers,

presses, an ironer, and new tumblers have been purchased and the cleaning plant will be installed in a new building erected for the purpose.

YUMA, ARIZ.—Buck Godwin has been named the new manager of the Model Laundry and Dry Cleaners, according to an announcement by Ray Avila, owner.

KANSAS CITY, KAN.—The Central Laundry and Linen Supply has added a new cleaning plant. The new service was added at a total cost of about \$35,000.

HOUSTON, TEXAS—Phillip Cronin, executive secretary of the Harris County Cleaners and Laundry Institute, has predicted a 20 percent price increase for that area.

MT. VIEW, CAL.—A permit for construction of a \$17,250 laundry has been issued to Alfred Nogues. The building will be the new home of the Ideal French Laundry, which has been operating at 251 View Street in Mountain View.

MANGUM, OKLA.—The Elledge Laundry has been destroyed by fire.

ELK CITY, OKLA.—Henry Hunter has sold the Henry Hunter Laundry to W. L. Ayers. The name of the plant will be changed to the Elk City Cleaners and Laundry. Mr. Hunter is retaining his other plant in Woodward, which he has operated for about 25 years.

AMERICAN UNIVERSITY GRADUATES LAUNDRY MANAGERS

THE AMERICAN UNIVERSITY in Washington, D. C., awarded certificates of proficiency in Laundry Management to 29 graduates of the 16-week Institute on Business Management for Institutional Laundry Managers, at a gala certificate award dinner which was attended by 75 members and friends on Sunday evening, January 27, 1951, at the Commission Officers Club of the National Naval Medical Center at Bethesda, Maryland.

The Institute, first of its kind ever offered in the Washington area, was under the direction of Professor Theodore H. Levin of the University's business studies division. Lectures included general principles of business management, washroom practice and chemistry, human relations and public relations production management, machinery and maintenance, inventory and linen control, stockroom management, inventory records and cost controls, record keeping, laundry personnel management and incentive and bonus systems.

Lecturers in the institute, in addition to Professor Levin, included Professor Willet Kempton, chairman of the public relations department at the University; Don E. Tuttle of Procter & Gamble; Guy D. Marrocco of Carman & Co.; J. E. Neary and Paul J. Abrams of The American Laundry Machinery Co.; Dan Reardon of Dan River Mills; David Snyder and Walter Newrath of Corporation Audit Co.; Armond Campbell of the Williamsburg Restoration; and Bill Strickler of the Palace Laundry.

Highlight of the award dinner was the address of Dr.

Paul F. Douglas, president of the University, who awarded the certificates.

At the graduation exercises, Professor Levin emphasized the credit that was due to the District of Columbia Institutional Laundry Managers Association and especially its educational committee of Messrs. Ed O'Neill, Sam Elmore, Frank Gocal and the Allied Trades Committee of Jim Moore, The American Laundry Machinery Co., Jack Lawrence, Procter & Gamble, and Roland Ferguson of the Morris & Eekels Co., for the success of the program. He also expressed appreciation for the contribution of the various lecturers and for the courtesy of their employers in making their appearance possible.

Discussions have already started on the feasibility of offering an extensive institute to serve the Institutional Laundry Manager as well as commercial laundries and drycleaning plant managers.

Certificates were awarded to the following: F. A. Barbee, C.W.O.U.S.N., James E. Cunningham, Samuel E. Elmore, Philip England, George Evans, Seymour Faigen, Roland Ferguson, Frank M. Gocal, George Gray, Ross Grissom.

Also F. T. Hayden, Lt. Thomas L. Hallis, USN, Thomas L. Irwin, Reba Kirby, Frank Kurtz, Bernard Liebon, Irving Levine, Meyer Maltz, M. H. Metzger, E. A. O'Neill.

Also C. J. Rohman, Paul Ripley, Frank Sasher, Arthur Silber, Kenneth Spittle, W. C. Strickler, William J. Tounsey, William Vance, John C. Chevalier, Jr. •

IN THE EAST NORTH CENTRAL



"Has more information than the others have."



"Only have time for one magazine—think STARCHROOM covers everything."

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"The reading material is better."



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"Gives a lot of valuable information."

That's why in the East North Central Area, as in every other section of the country, laundry executives select The STARCHROOM LAUNDRY JOURNAL as their first choice among business publications.

That's why alert, progressive launderers continue to pay out money, good hard cash, for the privilege of reading STARCHROOM, year after year after year—among them:

29 years	Alton Laundry Co.	Alton, Ill.	49 years	Palace Model Laundry	Detroit, Mich.
23 years	Barrington Laundry	Barrington, Ill.	28 years	Pioneer Laundry & Cleaning Co.	Detroit, Mich.
30 years	White Line Laundry, Inc.	Champaign, Ill.	25 years	West Michigan Laundry	Holland, Mich.
32 years	American Lines Supply Co.	Chicago, Ill.	31 years	White Laundry Co.	Jackson, Mich.
27 years	Angelus Laundry	Chicago, Ill.	25 years	Kalamazoo Laundry Co.	Kalamazoo, Mich.
25 years	Bee-Hive Laundry Co.	Chicago, Ill.	26 years	Robertson's Laundry	Saginaw, Mich.
30 years	Central Wet Wash Laundry Co.	Chicago, Ill.	25 years	Greenwald's Laundry	Tecumseh, Mich.
27 years	French Laundry Co.	Chicago, Ill.	31 years	H. W. Schroeder	Cincinnati, Ohio
25 years	Grand Laundry Co.	Chicago, Ill.	26 years	Armstrong's Laundry	Cleveland, Ohio
34 years	Great Western Laundry Co.	Chicago, Ill.	44 years	Davis Laundry & Cleaning Co.	Cleveland, Ohio
29 years	Modern Laundry & Drycleaning Co.	Chicago, Ill.	11 years	Independent Towel Supply Co.	Dayton, Ohio
33 years	Washington Laundry Co.	Evanston, Ill.	36 years	Acme Laundry & Cleaning	Toledo, Ohio
25 years	Knox Laundry	Galesburg, Ill.	25 years	General Laundry & Drycleaning Co.	Columbus, Ohio
37 years	Illinois Laundry Co., Inc.	Ottawa, Ill.	25 years	Reliable Laundry & Drycleaning Co.	Eau Claire, Wis.
25 years	Nelson Laundry & Drycleaning System	Wilmette, Ill.	32 years	Trey Pearl Laundry Co.	Fond Du Lac, Wis.
26 years	Slick's Family Washing Co.	Fort Wayne, Ind.	25 years	Licking Laundry & Drycleaners	Kenosha, Wis.
25 years	Crown Laundry & Drycleaning Co.	Lafayette, Ind.	31 years	Crystal Laundry Cleaner	Superior, Wis.
31 years	Schreiter's Laundry & Cleaning Co.	La Porte, Ind.	28 years	Huebsch Laundry Co.	Wausau, Wis.
47 years	Reed's Laundry	Madison, Ind.	32 years	Model Laundry Co.	
31 years	Home Laundry	Richmond, Ind.	25 years	Kenosha Laundry	
41 years	La Measure Brothers Laundry & Cleaning	Detroit, Mich.	26 years	Hawkin's Laundry Co.	
			25 years	Badger Laundry Co.	



THE STARCHROOM LAUNDRY JOURNAL

* Verbatim comments from report of Ross Federal Research Corporation's survey of reading preferences of laundry executives.

Cleaning Section

N. I. C. D. HOLDS 42nd ANNUAL CONVENTION

IN spite of a crippling railroad strike which made a serious dent in the expected attendance, the National Institute of Cleaning & Dyeing put on a top-notch convention at Atlantic City, New Jersey, on February 4-7. The over 7,500 drycleaners and allied tradesmen who got to Atlantic City expected a great deal of the meeting, and were not disappointed. The 5,000 people who had been expected but were unable to make the trip missed a fine exhibition and a convention which maintained the high standards of the NICD's annual meetings.

The program opened on Sunday night with a discussion on what the industry can expect from the government in this period of emergency. With NICD Presi-

dent T. E. Milhoolland presiding, the audience heard Ralph Janoschka, Bureau of the Census, Washington, D. C., report on "The Progress of the Drycleaning Industry." He revealed the latest drycleaning census statistics and emphasized the value of this data for market research.

Norbert J. Berg, managing executive, NICD, outlined the efforts of the Textile Maintenance Industries Committee's efforts in gaining recognition of the "essentiality" of the drycleaning industry. J. Elmer Berl, an official of the National Production Authority, outlined the priority and allotment situation as it concerns drycleaning equipment and supplies.

Max L. Feinberg, former NICD counsel and now





Dignitaries seated at one end of head table at annual banquet included, from left: Norbert Berg, H. R. Osborne, Mrs. Osborne, Robert Corwin, Mrs. Corwin, Stuart Smith, Walter Duncan, Mrs. Cannon, Willard Cannon, Mrs. Benoit, Henry Benoit, Jane Ruth Crockett, T. E. Milholland.



NICD officers and wives at other end of table, left to right: Mrs. Milholland, R. W. Staub, Mrs. Staub, Charles Rupp, Mrs. Rupp, Fred Schumann, Mrs. Schumann, J. W. Packham, Mrs. Packham, Ray Vermeers, Mrs. Vermeers, and R. K. Roody

director of the Service Trades Branch of the Office of Economic Stabilization, spoke on "The Outlook—Present and Future Controls."

Films led off most of the subsequent sessions of the convention. Included in the titles were: "Joe Turner, American," on how businessmen can improve local politics; "Getting the Most Out of Your Telephone"; "Color Conditioning," a Du Pont film on proper color schemes in your business; "Singing Needles," in which the Singer Sewing Machine Company shows how a MacGregor shirt is made; and "Close-up of Nylon," which showed the development of that fabric.

In his president's address at the opening session on Monday afternoon, T. E. Milholland described the drycleaning business as a "million-dollar industry," and then proceeded to explain what that term involves.

CBS commentator Charles Collingwood painted an encouraging picture of the war potential of the U. S. John W. McPherrin, editor of *American Druggist*, spoke on breaking down workers' indifference to their jobs as a necessary step in developing successful training programs, incentive systems, and improvement of contacts with the public.

An educational film prepared by the Oklahoma State Association of Cleaners and Dyers was next presented. "After the Ball Was Over" follows a soiled garment through the plant, and shows how stains are removed.

On Tuesday morning Dr. E. H. Van Delden, professor of Industrial Relations, New York University, presented his views on "Getting Along with your Employees" in which he pointed out that more than high pay is necessary to bring out an employee's best efforts.

A joint presentation by John P. Gray, Malcolm McNett, and Robert E. Cowie, all of the NICD, illustrated "Management Tools in Action." They analyzed a run-down plant and recommended steps that should be taken to make it profitable. Their demonstrated prescriptions included a readable cost report, a break-even chart, a budget, job standardization and description, job evaluation, personnel selection, testing and hiring, job methods and layouts, training production standards, sales control, and a profit.

The Tuesday afternoon session began with an address by Joseph O'Hanlon, National Indemnity Exchange, on insurance precautions. A cost and profit panel followed in which John Carruthers, John Car-





1950 officers and directors, left to right: R. K. Roody, Robert Corwin, Fred Schumann, Stuart Smith, Ross Osborne, E. J. Hedge, Gene Milholland, Wally Packham, Willard Cannon, Henry Benoit, Ray Staub, Ray Vermeers, and Charles Rupp

ruthers & Co., Inc., K. D. Weiser, M. R. Weiser & Co., and James R. Wilson, J. R. Wilson & Co., spoke on the new account classification established by the National Accounting Council for the Textile Maintenance Industries. Mr. Wilson described an accounting system whereby he handles his clients' books by correspondence.

On Wednesday morning Albert E. Johnson, director of NICD trade relations, reviewed progress made in the elimination of unserviceable fabrics marketed by some of the garment manufacturers.

One of the best attended and best received attractions was a television demonstration directed by Dr. Dorothy S. Lyle. To illustrate TV advertising at work, Dr. Lyle and her assistants staged a complete TV show. Conducting the show were Jeanne Warner and Charles Keaton of the NBC television station in Washington. D. C. Miss Warner sang some songs and interviewed Mrs. Cora Carlyle, editor of *American Fabrics*; Carl Setterstrom, sales manager of the textile fiber department of the Union Carbide and Carbon Corporation; and Jane Ruth Crockett, Miss Florida of 1950. The interviews were slanted to present information of interest to drycleaners. The program also featured commercials of various types to show the advertising possibilities of the new medium. At the conclusion of the program, Miss Crockett was crowned "Miss Drycleaner's Dream of 1951."

In the Wednesday afternoon session, George P. Fulton and Dr. James C. Alexander of the NICD staff reported on research programs being carried on at the Institute.

(Continued on page 66)



Panel on government controls, left to right: Norbert Berg, Gene Milholland, and Ralph Janoschka

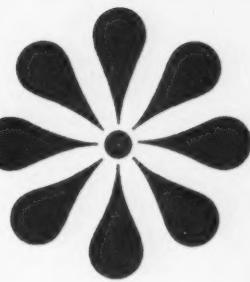


Panel members discussing emergency measures, left to right: Max Feinberg and J. Elmer Berl



Annual banquet of the NICD alumni was highly successful despite restrictions on travel. Gene deHegh presented an informal account of his experiences in setting up laundries in Saudi Arabia

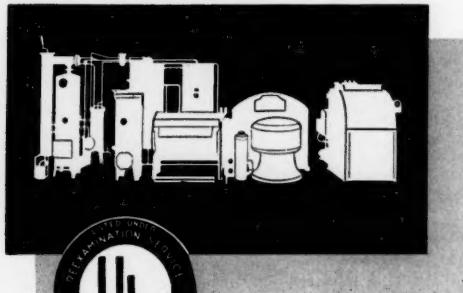
who knows?



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Pinched for capacity in your present cleaning system? Then, this may be the time to take the next step—to explore the greater profit possibilities of a Hoffman 140-F Unit for petroleum safety solvent operation. Enables you to handle larger loads (even heavies and specials) in commercial locations — with lowest solvent cost per pound of garment cleaned. Ask your Hoffman representative for help in analyzing your present set-up. No obligation, of course.

**HOFFMAN 140-F UNITS GIVE SAFETY SOLVENT CLEANING
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H. H. Donnelly Corp.
304 E. 45th Street
New York, New York

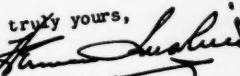
Gentlemen:

I have just had the pleasure of reading David G. Kaplan's "Fur Book", published by you.

For the first time, fur production techniques are explained and illustrated in a manner so clear and simple, even the layman can understand it.

To say that every furrier, whether he be a manufacturer or retailer, can derive much valuable information on manufacturing, repair and remodel techniques, only begins to describe the usefulness of the "Fur Book".

I wish it were possible to place this book in the hands of every fur buyer, salesman, processor, storage man, department store, specialty shop executive and others handling fur garments, so that all would properly appreciate the whys and wherefors of fur garment craftsmanship.

Very truly yours,
By 
Herman Suskind

HS:MC

Here are just a few of the comments
of authorities about

THE FUR BOOK

BY DAVID G. KAPLAN

From Fur Trade Review, a leading industry weekly:

"No better praise for the latest of fur books to reach the market could be wanted than the subtitle of David Kaplan's latest work, which reads:

"A Practical Guide to Fur Garment Making, Maintenance, Repairing and Remodeling"

"And for once we're happy to receive a book that does live up to its promises. . . ."

"The Fur Book" is recommended to both the craftsman and neophyte as enabling them to do any job correctly the first time. A good book, indeed. . . ."

From the president of Bonis Bros. Fur Machinery Corp.:

"I was particularly interested in your sections on learning how to sew, and the other descriptions in your sections on learning on common furs. This is the first time I have ever seen these principles put down on paper and with pictures and all, let alone as completely as you have done."

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The Fur Book includes basic techniques, standard and improved methods for processing and conditioning, types of pelts, common problems and how to solve them, considerations in setting up a fur business or department. Every phase described step by step, with sample jobs in detail and fully illustrated throughout. Complete, practical, easy-to-understand presentation by an experienced teacher-furrier.

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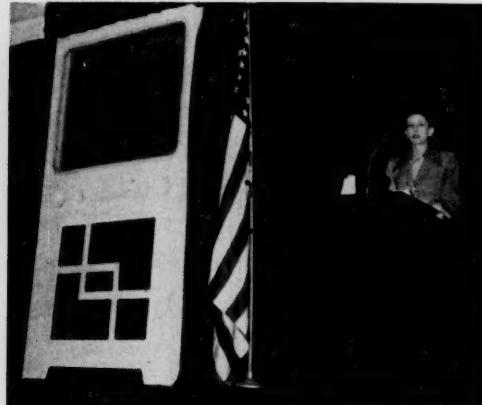
City _____

State _____

NOW!



TV show was the highpoint of the convention program. T. E. Milholland crowned Jane Ruth Crockett Miss Drycleaner's Dream of 1951 as Miss Warner, right, looked on



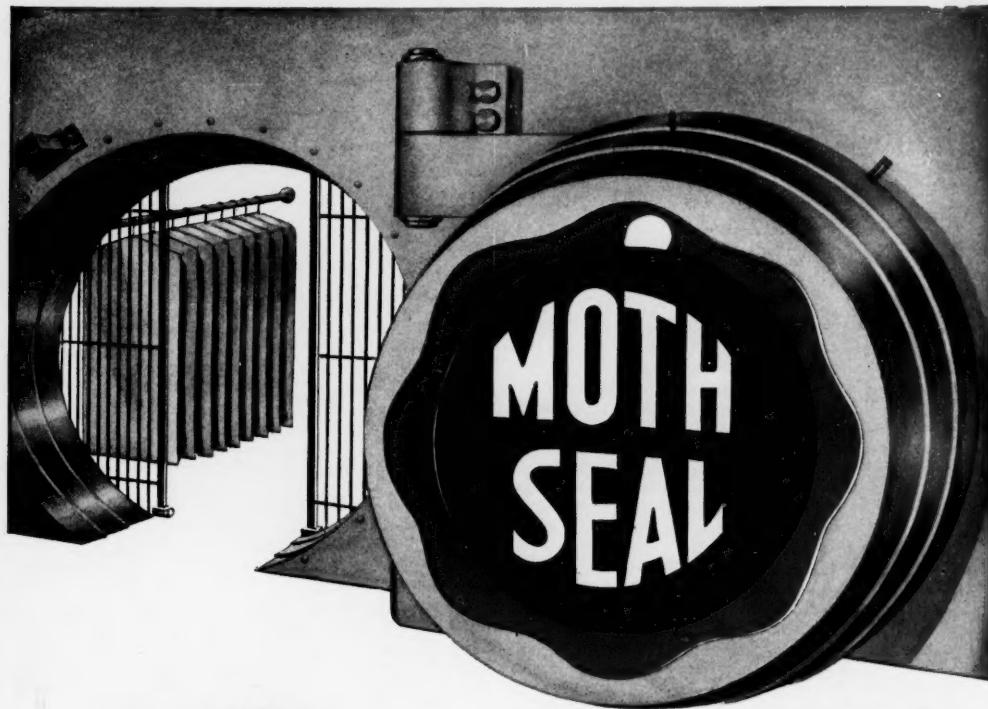
Dr. Dorothy Lyle beside the model TV screen which was used for projecting commercials and other parts of the program



Miss Warner interviews Carl Satterstrom, who explains characteristics of dynel, a new synthetic textile fiber



Ladies luncheon on Monday noon was followed by style show



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PROTECTION
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There is only one Moth Seal. No other garment storage bag offers such complete and lasting protection against moth damage for your customers' garments. Moth Seal is the *EXTRA SERVICE* bag that adds to the value of your services. It means extra business and extra profits for you because your customers will pay extra for this extra service. Insist on genuine Moth Seal—attractive in appearance—double sealed—and the only storage bag that features an absolutely Fade-Proof Windo that excludes all light.

Two styles . . . Standard Cedar Grain without Windo . . . and DeLuxe Windo style. In stock in your territory now. Ask your favorite supplier.



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Filling a Vault In Mississippi

Southern Plant Overcomes Storage Slump
By Concentrating on Seasonal Residents

By LON FANALD

THE Globe Laundry at Bay St. Louis, Mississippi, had a cold storage vault, but couldn't fill it with furs. "There aren't a lot of furs worn here," Owner T. T. Robin said, "but it is almost a necessity to store woolens during the summer."

Starting with this fact, Mr. Robin developed an advertising campaign which has succeeded in filling his vault every season and is bringing more money than seasonal fur storage would produce. Moreover, his campaign was so slanted that he was able to fill his vault during the winter months when the local wool storage was light.

Pass Christian, the fashionable Gulf area near Bay St. Louis, has hundreds of estates owned by people from the North and from New Orleans. Homes owned by Northerners are closed during the summer and are opened only for a few months of the winter season.

Robin started first with his local year 'round customers at the laundry, centering his advertising on filling his vault during the summer months with woolens.

He opened up with bundle inserts and button and hanger tickets. Every bundle and garment leaving the plant for two months prior to the summer storage season carried a tag or insert. One month before the storage season date he sent a form letter to every name on his local customer list. Drivers who handled the local routes in Bay St. Louis were instructed to ask about storing woolens on every call, jotting down a report of each solicitation in a note book which would be turned in each evening. The girls at the counter also plugged the woolen storage service.

"Without any radio or newspaper advertising," Robin said, "this filled our vault with woolens the first season. But it didn't take care of the winter months."

There are also a great many homes in the Pass Christian area owned by New Orleans people who come to the Gulf to get away from the summer heat of the city.

"I'll admit," Robin says, "there are times when it isn't too cool here, but we have the Gulf breeze which is cold at night, and we are only an hour or so's drive from New Orleans. There are about 2,220 properties classed as summer homes."

The people who come to the area for the summer were hard to reach. Mr. Robin found that a personal solicitation campaign worked best here. He had his routemen and a salesman suggest storing the more valuable household items while the estates of summer visitors were closed for the colder months. On each call, just as with the summer storage calls, the driver or salesman reported back giving full details on his findings.

Mr. Robin took this information and, depending on the size of the prospective order, either called himself or wrote a letter.

During the first season the vault was better than half



TT Robin Owner

GLOBE
LAUNDRY-DRY CLEANING
500 HANCOCK STREET
BAY ST. LOUIS, MISS.

Phone 160-360

MEMBER
MISSISSIPPI CLEAN & DRY
CLEANERS INSTITUTE OF
LAUNDERING

Would you bet twenty-five dollars against fifty cents? No! But that is just what you do when you put your clothing away without protection.

In endeavoring to serve our community in every phase of clothing and textile maintenance, we offer with our standard dry cleaning service a storage service in our modern well equipped vault. This vault is fire proof, burglar proof, rodent proof and kept moth proof. It has stood all test of the past three years including the 1947 hurricane. In that time we satisfactorily stored furs, wool clothing, drapes, rugs, and blankets valued at many thousand dollars.

In our part of the country Professional Storage is not a luxury but an economical necessity. We unfortunately MUST PAY RENT on our storage space. **RODENTS-ROACHES-SILVER FISH-MOTHS-RUG BEETLES-** as well as FIRE, THEFT and STORM. Our storage protects your clothing and textiles from all of these things, relieves you of the constant worry and gives you when much needed closed space. No fussing around trying to get into the right shape. Just phone us and we will be delivered ready for use. There are many things offered for home use, but none will give protection from all of these things for so little cost.

Now is the time to send your things to "The Globe" for storage, all you have to do is make a list and put the value of each item down and Phone 160- our driver will pick them up promptly and from them until we return them they are insured and safe. You pay nothing until we make delivery at your request next fall.

Don't wait---- it may be too late.

GLOBE LAUNDRY & CLEANERS

NOTE: All clothing and textiles must be cleaned by us immediately before being stored. This is for your protection.

Globe used this letter in its promotion of off-season storage



Until the vault is full, every garment which leaves Globe carries with it a storage hanger tag

filled during the off season from this promotion. The second year showed a 10 percent increase.

While it means a lot of work and driving, Robin is convinced that this double-barreled campaign is the answer for a full vault the year around. ●

SAFETY FILMS AVAILABLE

“SPEAKING OF SAFETY,” a new series of six training films showing supervisors and foremen how to address and conduct meetings, has been announced by the National Safety Council.

Film No. 1 in the series is “The Power of Speech.” It lists occasions when foremen and supervisors may be called on to make a speech and explains the difference between a formal and a working speech. It also discusses the purpose of a speech from the audience and speaker standpoints.

Film No. 2: “Butterflies in Your Stomach,” explains physiological reactions that cause stage fright and shows how to overcome them.

Film No. 3: “The Key to Good Speaking,” outlines four methods of preparing a speech and gives the recommended method. It also shows, step by step, how to prepare a typical safety speech using the recommended method.

Film No. 4: “On Your Feet,” explains what to do physically when making a talk. It shows how to stand, the purpose of moving around and how to do it effectively, what to do with your hands, and where to look.

Film No. 5: “Now You’re Talking,” discusses actual speech making. It covers vocabulary and phrasing of ideas, how loudly to talk, and the speaker’s attitude. It also shows how friendliness, sincerity and enthusiasm can make a speech a success.

Film No. 6: “Ring the Bell,” shows how to get and hold the attention of an audience, and how to illustrate a point by telling a personal experience, a humorous story or by comparisons. It also shows how to “break the ice,” and explains the value of demonstrations,

Instant MOISTURE
When You Want It...Where You Want It

**Dryco E-Z SQUEEZE
WATER SPRAY GUN**

World's finest, fastest, water spray gun. Famous for 20 years. More in use than all others combined. Hangs with spray end down. No fumbling for trigger, just reach, squeeze, get instant spray. Swings out of way when released. Long-lasting, trouble-free. Gives for more finishes per hour. Pay for itself, then pays you.

Order Now from your supplier.

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MODEL F—with 6 ft. hose, coupling, valve, suspension spring . . . \$9.95
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scale models or mock-ups, films, still pictures, etc.

The films are standard, 35 mm. soundslide, with 16-inch records, 33 1/3 r.p.m. About 13 minutes are required for each. One side of the recording uses the 30-50 low frequency signal, the other side uses the standard audible signal for advancing the film manually.

Single sets of the six films, packaged in a leatherette case containing a leader’s manual, are offered to members of the National Safety Council, 425 N. Michigan Ave., Chicago, 11, Ill., at \$100 each. In quantities of from two to nine the sets are \$95 each. Sets of 10 or more are \$90 each. Single copies of individual films in the series are \$18 each. In quantities of from two to nine, individual films are \$17 each. Sets of 10 or more individual films are \$16 each. Prices to non-members of the Council are double those listed. ●

*One Step . . .
at a Time !!*

**YOU CAN RELY ON
RELIABLE**

**YOU can install RELIABLE Cleaning and Storage Equipment . . . one step at a time
... each one planned for YOUR profit FIRST! START with your "right foot" . . . FUR
CLEANING . . . then, take the "next step" . . . FUR STORAGE! Why not send for
more information, NOW?**



Reliable
FUR STORAGE EQUIPMENT CO.
Division of
RELIABLE MACHINE WORKS, INC.
230-240 EAGLE STREET,
BROOKLYN 22, N.Y.

Yes "Reliable"
• We want FUR STORAGE DATA
FUR CLEANING DATA
A call from a Field Representative
... without obligation, of course.

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FIRM.....
ADDRESS.....
CITY..... ZONE..... STATE.....

A-350

Engineering Section

BOILER AND ENGINE-GENERATOR SELECTION

By J. G. BERGER, *Engineering Editor*

THE boiler is, perhaps, the most important single piece of equipment in the average laundry. Unless boiler performance is good, washing and finishing operations are bound to suffer. And unless the boiler is operated economically, a healthy chunk of the plant's potential profits disappear. Selection of the proper boiler for a particular plant is, therefore, of prime consideration.

What size boiler shall I buy? There are several types of boilers on the market, and the type of unit has a definite bearing on what size should be purchased. Let us assume that your laundry has a normal steam load of 175 hp., with peak periods requiring as high as 250 hp. Five boiler types will be discussed in relation to these requirements.

Fire-tube packaged boiler: As this type will carry overloads of 10 percent or a little better above their rating, a 225 hp. unit should be purchased. (It should be noted that boilers of this type are usually not rated in accord with the A.S.M.E. hp. standard of 10 square feet of heating surface per boiler hp. Their stated ratings are sometimes as high as 500 percent above what an A.S.M.E. rating would be.) This type operates on fuel oil or gas.

Firebox fire-tube boiler: This type can be made to carry 150 percent of rating, so a 175 hp. boiler would be needed. The peak load of this boiler would be 262.5 hp., or well above what the plant would require.

Scotch marine boiler: This unit is similar in capacity to that of the firebox fire-tube boiler.

HRT (horizontal return tubular) boiler: HRT boilers will carry an overload of 175 percent of rated capacity. Thus, a 150 hp. unit should do the job, as it would easily carry the normal load of 175 hp. and could develop 262.5 hp. in case of a very heavy demand.

The firebox fire-tube, scotch marine, and HRT boilers may be fired on coal, oil, or gas.

Water-tube, water walled boiler: This type can be fired up to 200 percent of rating and over at good efficiency. A 125 hp. unit would fill the bill in this case, as it could develop 250 hp. at its top normal load and, for short periods, could operate at 225 percent of rated capacity, developing 281.5 hp. This type may be coal or oil-fired.

Of course, when we refer to coal firing we mean stoker firing, as with hand firing the overloads mentioned would be difficult to obtain.

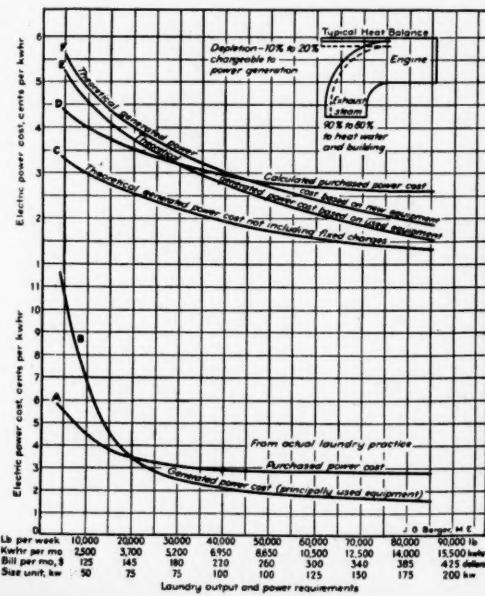
Once size has been decided upon, selection becomes a matter of investment, operating efficiency, and available space. If adequate funds are available and if enough space can be provided by the building and realty, it pays to buy high efficiency equipment. If cost is an important factor, a less expensive type should be chosen.

Engine-Generator Sets

The problem of whether or not to make your own electricity does not come up as often these days as it did in the past. Utility rates have, on the most part, remained stationary, or have even come down, while fuel, labor, and equipment costs have gone up.

The graph below was published several years ago in STARCHROOM and other publications, and has been accepted as a basic tool for comparing generation and utility costs. However, as fuel and labor costs have increased, the points which show where it pays to generate your own electricity (the intersections of AB, DE, and DF) have been creeping further to the right.

In any laundry the advisability of installing generating equipment depends on the cost of purchased power and the amount of low-pressure steam needed for heating water. It is easy to set up comparison factors because where coal or oil costs are low, purchased power rates are usually lower than in high fuel cost areas. Fuel costs affect a laundry plant, too, but the extra amount



This chart compares the cost of generating your own electricity with that of purchased current. Note heat balance diagram at top



ANOTHER LAUNDRY SAVES WITH **WHITLOCK**

COUNTY-CITY LAUNDRY CORP. GETS

LOW-COST HOT WATER WITH PREHEATER!

From its first day of operation, the County-City Laundry of Martinsville, Va. has gained a real bonus in hot water with its Whitlock Preheater — and without loss of floor space since the preheater is outside the building. The laundry informs Allan T. Shepherd Co. of Richmond, Va. (local Whitlock engineer and representative) "We are getting an average rise in temperature of our incoming clean water of approximately 50 degrees!" Whitlock Engineers in your locality will estimate what YOU can save with a Whitlock Preheater. Write for Bulletin 51 and engineering advice.

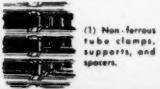
THE WHITLOCK MANUFACTURING COMPANY

90 SOUTH STREET, ELMWOOD, HARTFORD 2, CONN.

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WHY MORE LAUNDRIES CHOOSE WHITLOCK PREHEATERS



AHEAD OF THE TIMES FOR HALF A CENTURY

burned for power generation is small compared to that needed to produce process steam. Cost factors set up for areas along the eastern seaboard cannot be used to represent conditions further inland, and a chart similar to this one should be made up for each area.

Curves A and B indicate cost of purchased and generated power based on actual average laundry experience. Curve A covers both the energy and demand charge, and B includes all items such as operating costs and fixed charges such as interest and depreciation. The area left of where these two lines cross indicates where it would be uneconomical to install generating equipment. The area right of the intersection represents where it would pay to make your own current. In this case, a plant washing 20,000 pounds per week or more could profitably make its own current.

Using a definite rate for fixed charges, curves E and F represent theoretical costs of generated power with used and new equipment, respectively, and curve D compares these costs with the calculated purchased power cost, all based on good boiler efficiency. By comparing E and F with D, the dividing line with used energy generator equipment falls at 30,000 pounds per week, and at 45,000 pounds with new equipment.

Results shown by A and B were obtained from average laundries whose predominating business is finished family work, with small amounts of wet wash, drycleaning, and wholesale work.

Capital investment, of course, varies in different localities, especially in the case of used equipment.

As stated above, these intersections are moving to the right. The chart can, probably, be best used by averaging the actual practice and theoretical calculations.

(Continued on page 72)

County-City Laundry Corporation

250 Main Street • Big Chipping
2nd and General Streets
Martinsville, Virginia

Martinsville, Virginia
July 12, 1950

Allan T. Shepherd Co.
Richmond, Va.
Martinsville, Va.
Gentlemen:

In reply to your recent inquiry we are happy to give you the results
we have secured from installing Whitlock Preheater since its initial approx-
imate of approximately 50 degrees. This varies, of course, depending upon
the initial temperature of the water. The saving in fuel effected by raising
the temperature of the water this much before putting it into our storage
heater are naturally considerable.

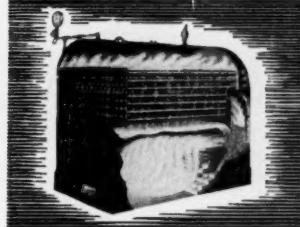
Enclosed are the results obtained.

Yours very truly,
J. L. Hodges, Jr.



ERIE CITY HEATING BOILERS

These low pressure all welded steel boilers are stocked in popular sizes. They are designed for 15 pounds steam or 30 pounds water pressure. Gases travel 3 lengths of the boiler and water surrounds the furnace. Available in 4 types to meet any fuel or firing method. Write for SB 29.



VERTICAL FIRE TUBE BOILERS

These full length tube vertical boilers are available in standard riveted or in Class 1 fusion welding to eliminate butt straps and lap seams. Write for bulletin.



ERIE CITY IRON WORKS • ERIE, PA.

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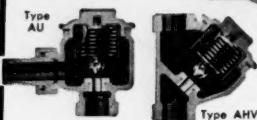
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Complete Steam Generators • Type C
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H.R.T. and Vertical Boilers • Steel
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15 of 20 Engineers Prefer Nicholson Traps

To determine the best steam trap on which to standardize, a large processing firm recently asked their plant engineers for their preference. In 15 out of 20 plants the choice was Nicholson. The repeated adoption of Nicholson steam traps by plants currently in big "cost-reduction-through-modernization" programs is another indication of their advanced features. To learn why Nicholson traps are enabling an increasing number of operators to heat up ironers, presses and dryers in 15 minutes send for our catalog.

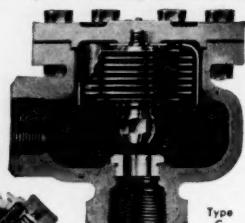
5 TYPES FOR EVERY APPLICATION, process, heat, power. Sizes $\frac{1}{4}$ " to 2"; press. to 225 lbs.



BULLETIN 450
or see Sweet's

W. H. NICHOLSON & CO.

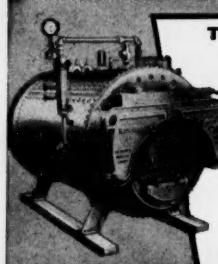
Sales and Engineering Offices in 53 Principal Cities



185 OREGON STREET
WILKES-BARRE, PA.

TROUBLE-FREE

KEWANEE SCOTTIE JR



• It lasts and lasts and lasts without break-downs. Easy to handle, every part accessible... it's truly trouble-free. For any fuel.

6 to 36 H. P.—100 lbs. W. P.

KEWANEE BOILER CORPORATION
KEWANEE, ILLINOIS

For 6" Scale with pipe
diameter markings...
WRITE Dept. 99-53

(Continued from page 71)

Assume that a plant purchases 6,950 kw.-hr. per month to do 40,000 pounds of work per week. How much could a used 100 kw. engine-generator save? Curves A and B show a saving of .75 cents, and curves D and E show .15 cents. Averaging the two shows .45 cents. The yearly saving, then, is $\$.0045 \times 6,950 \times 12 = \375.36 . Purchase of a new unit, as shown on line F, with its higher fixed charges, would not pay off for this particular plant.

If the comparison is based on operating costs only, the investment being financed 100 percent and paid off out of gross savings, curve C shows a saving of one cent per kw.-hr., or a yearly saving of $\$.01 \times 6,950 \times 12 = \834 . (Curves A and B are based on experience with used equipment and cannot be included in the average when considering new units.)

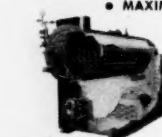
A chart of this nature makes it easy to figure the economy of installing a generating unit to carry the electrical load by using 10 to 20 percent of the heat in the steam and exhausting the remainder to heat water for the washroom. An ideal arrangement is when the power load and exhaust steam requirements just match; the next best solution is when the electrical load is lighter and a small amount of high-pressure steam is required to make up the exhaust deficiency. But when the electrical load is large and more exhaust steam is produced than is needed, the surplus goes to waste. This not only wastes heat, but means more outlay for make-up water treatment. The solution in this case could lie in using an internal combustion engine-driven generator to carry the peaks, letting the steam unit operate on the base load as exhaust requirements dictate.

Of course, heat balance determines whether the engine-generator set should be used to make electricity and supply exhaust steam for making hot water. For example, a thorough study was made of a laundry where it was found that even with a production above 20,000 pounds per week, it paid to buy current.

Each case should be checked on its own merits. Even though the graph is a good guide, the exception is often the rule. •

REDUCE! YOUR STEAM COSTS!
WITH A *Dutton* "PACKAGED" STEAM GENERATOR

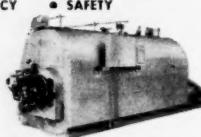
- LONG LIFE
- LOW OPERATING AND MAINTENANCE COST
- MAXIMUM EFFICIENCY
- SAFETY



Dutton ECONOMIST

A highly efficient horizontal return tube type, assembled in portable sections for easy handling on arrival. Dutton improved shell design and double size full length, high bricked firebox, give faster steaming and longer steam carry-over with less fuel consumption. Burns oil, gas or coal with high efficiency easily converted from one fuel to another. Available as a package unit with firing equipment, controls and mechanical draft with short stack.

Write for catalog SL-351 on "Packaged" STEAM GENERATORS.



Dutton Econo-THERM

Completely self-contained, automatically controlled, 3-pass modified Scotch Inter-tube type which gives twice the power in half the usual space. Features such as the Dutton Off-Center Firing and Rotary Combustion assure faster steam and more steam with less fuel consumption and greater safety. Burns gas or oil.

Let us help select the best type for you.

Dutton BOILER DIVISION

HAPMAN-DUTTON COMPANY • KALAMAZOO, MICH.
Boiler Makers Since 1880

**BUY
U. S. SAVINGS
BONDS**

ENGINEERING

questions and answers

Eliminating Boiler Scale

I have discovered that my recently purchased boiler is quite well limed up, averaging approximately $\frac{1}{4}$ " thick. I am interested in removing the scale quickly and completely. Kindly make recommendations of chemicals and procedure to be used. I am planning on operating this boiler with a galvanic cell and feed zeolite softened water for make-up, which is as effective as any system of water treatment I have used.

Kindly refer me also to a source of supply for a hot water meter and an oil meter in order to check the efficiency of this boiler.

G. M. C., Canton, Missouri

One way to get rid of the lime quickly is to use an inhibited hydrochloric acid treatment. The process, which is approved by the Hartford Steam Boiler Insurance Company, consists of placing the acid in the boiler on the basis of about one gallon to every five gallons of water and boiling the solution by opening up the safety valve or main connection to the atmosphere. After soaking, with no more heat applied, for three or four hours, you can drain it out through the blow-off and wash down the inside of the boiler with a hose (high pressure water preferred), thereby getting rid of most of the scale. Then place about 50 to 75 pounds of soda ash in the boiler, fill with water, boil, and drain.

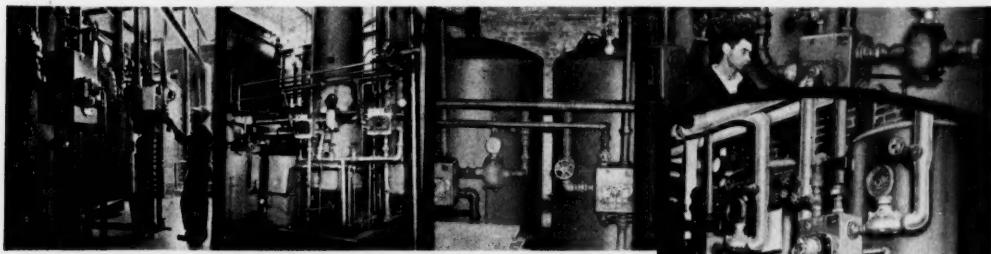


"By the way, I hear you're about ready to revolutionize the entire laundry industry."

It is a good idea to buy what is needed for this process from a firm specializing in water treatment. They will recommend exact quantities and supply a man to supervise the operation.

There are other excellent methods of removing the scale by adding chemicals to the water treatment, but the process takes a little longer.

Hot water meters are made by the Worthington Gammon Meter Co., Newark, New Jersey, and by the Buffalo Meter Co. (Niagara Meter), Buffalo, New York. The latter firm also makes fuel oil meters from $\frac{1}{2}$ " up. •



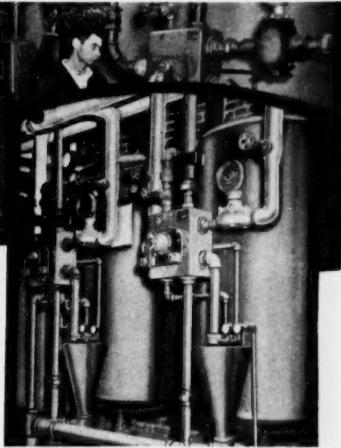
FLEXIBILITY PLUS SIMPLICITY MAKE THE COCHRANE ZEOLITE SOFTENER IDEAL FOR YOUR WATER SOFTENING NEEDS

Cochrane Zeolite Softeners have been rendering satisfactory service to many of the best laundries in the country over the past several decades. The Cochrane Zeolite Softener of today with its wide range of zeolite materials (siliceous and non-siliceous, greensand and

synthetic) and its simple and unusual Hyromatic Single Control Valve, is more than ever the ideal system for the modern laundry. Write today for further information.

Cochrane Corporation, Philadelphia 32, Pa.

COCHRANE ZEOLITE SOFTENER



Write for a copy of this new booklet on the Cochrane Zeolite Softener.

Cochrane Corporation
3101 N. 17th St., Philadelphia 32, Pa.

Please send me a copy of Publication 4520 on Zeolite Softeners

Name

Firm

Address

City

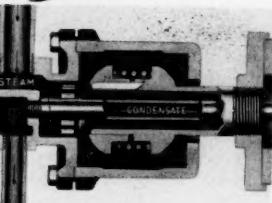
State

PACKING BOX WITHOUT PACKING for Cylinder Ironers

Yes, the Johnson Joint ends all the packing and re-packing of stuffing boxes. Brings other important advantages too. Saves enough in maintenance alone to pay the cost of switching over, and stretches manpower in the bargain by asking far less attention, increasing operating efficiency and reducing machinery "time-out." Used in many laundries; adopted as standard equipment by many machine makers.

JOHNSON Rotary Pressure JOINTS

- Completely Packless
- Self-Lubricating
- Self-Adjusting
- Self-Aligning



Sizes, styles for all needs, write for the facts.



The Johnson Corporation

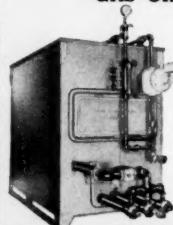
855 Wood St., Three Rivers, Mich.



BOILER & ENGINEERING CO.
2414 DeKALB STREET ST. LOUIS 4, MISSOURI

Get Full-Rated Capacity...Plenty of
Low Cost Steam with a KISCO-BILT
CABINET BOILER

EXCLUSIVELY DESIGNED FOR
GAS OR OIL FIRING



... gives you fully automatic steam production. No fireman needed... It operates almost entirely without human attention. And because it is automatically controlled, it maintains even pressure, uniform water level and steam space at all times, which results in more efficient, more economical operation.

Write for
Catalog RC-3

NEW ZEOLITE

Will put new life in your water softener

Get more soft water from your water softener by refilling it with Elgin Zeolite. All types furnished. Elgin high capacity zeolites can increase your soft water output 3 to 10 times. Write for information on type needed.

ELGIN SOFTENER CORPORATION

150 NORTH GROVE AVE., ELGIN, ILL.



INDUSTRY MEETING IN WASHINGTON, D. C.

THE unity that exists among the textile maintenance industries in the face of a critical economic and peace-or-war situation was demonstrated at sessions in connection with a meeting of the AIL board of directors in Washington, January 11-14.

Meeting with the directors, AIL staff men and the AIL Washington Activities Committee were representatives of the National Institute of Cleaning and Dyeing, Laundry and Cleaners Allied Trades Association, Laundry and Dry Cleaning Machinery Manufacturers Association, Linen Supply Association of America, Diaper Service Institute of America, National Institute of Diaper Services and the U. S. National Production Authority.



Front Row: Edward S. Spanke, All publicity and editorial department manager; Rodger Jackson, managing director, LCATA; John D. Ward, LaCrosse Laundry and Cleaning Company, LaCrosse, Wis., AIL director; Chantry W. Davis, Philadelphia, executive secretary, DSIA; Albert Johnson, All secretary-treasurer; Max Feinberg, NICD counsel.

Seated, near side of table: Arthur C. Stevens, New England Laundry Company, Hartford, Conn., All director; William Jacobs, Criterion Cleaners-Launders, Kansas City, Mo., All director; Harold K. Howe, manager, All Washington office; T. E. Miholland, Zenith Cleaners and Launderers, Dallas, NICD president; Norbert Berg, managing executive, NICD; David T. P. Nelson, Nelson-Huckins Laundry, Texarkana, Texas, All director; E. H. Earnshaw, Jr., The National Marking Machine Company, Cincinnati, LDCMMA; Clifford W. Johnson, Troy Laundry Machinery Div., Moline, Ill., LDCMMA, president; J. Stanley Hall, Pennsylvania Salt Manufacturing Company, LCATA, president.

Seated, far side of table: Fred W. McBrien, Holland Laundry, Philadelphia, All president; George Y. Klinefelter, Elite Laundry, Baltimore, chairman, All Washington Activities Committee; John Lane, Gall and Lane, All Washington counsel; Irving Struminger, New System Laundry, Petersburg, Va.; John Spence, Faullless Laundry, Kansas City, Mo., All Washington Activities Committee; Sam Wix, Ideal Laundry, Atlanta, All director; R. S. Carmel, H. Kohnstamm & Co., Inc., New York City, LCATA; John Bennett, Pennsylvania Laundry Company, Philadelphia, Washington Activities Committee; Stanley I. Posner, Washington, D. C., LSAA counsel; Mrs. Ruth Perry Schumann, secretary, NIDS, New York City.

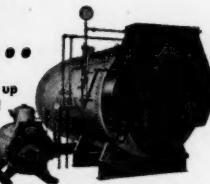
Standing: Alfred J. Rawlinson, New System Laundry, Portland, Ore., All director; Martin B. Roneiser, Jewel Laundry, Chicago, All director; Bert Geltz, District Laundry, Brooklyn, N. Y., All director; Frederic Thesmar, Loeb's Laundry, Memphis, All director; DeWitt Yates, Washington, D. C., LSAA; John Jones, Tydee Wash, Washington, D. C.

A DOZEN
STEAM BOILER POINTERS
FROM
LEFFEL...

Check off the boiler advantages that add up to economy in your laundry plant operation!

- ✓ Dependable
- ✓ Self-contained
- ✓ Compact
- ✓ Easily Cleaned
- ✓ Coal, oil or gas fired
- ✓ 6 to 250 HP (actual)

- ✓ Designed for overload
- ✓ Rugged construction
- ✓ Safe
- ✓ Lowest operating cost
- ✓ Easily maintained
- ✓ Maximum combustion



Write for descriptive catalog

Leffel's generations of boiler-making experience assure you that your next boiler will be your best—if it's a Leffel.

The James Leffel & Co.

Established 1862

DEPT. S

SPRINGFIELD, OHIO

*This "employee" gives
YOU a
pay envelope*



BRUNNER
SINCE 1906

AIR CONDITIONING

From sorting to finishing all laundry operating departments can profit from the contributions of Brunner Air Conditioning. Cool fresh air keeps employees comfortable, alert and more efficient. Fatigue and absenteeism is reduced. Drier, dehumidified air keeps finished laundry crisp and fresh looking. And in the office, executives and staff reflect working contentment in better cooperation, fewer errors, improved customer relations. Brunner Air Conditioning is one "employee" that could hand *you* a daily pay envelope.



A CHOICE OF 4 SIZES

3, 5, 7½ and 10 hp.

All fully automatic in operation. Completely self contained. Installation is simple and without disturbing usual routine. Illustrated here is Model BAC 30-1.

BRUNNER
SINCE 1906

AIR CONDITIONERS carry the recommendations of hundreds of installations where they have proven their quiet dependability. Without obligation, your Brunner Dealer will analyze the requirements of your plant and give you specific recommendations. It will pay well to get acquainted with all the income advantages of conditioned air by Brunner.

*Use this
Coupon*

We will send the name of the local Brunner Dealer plus illustrated literature that tells the "why and how" of Brunner Air Conditioning.

Name _____

Company _____

Address _____

City and State _____

BRUNNER MANUFACTURING CO.

UTICA 1, NEW YORK, U. S. A.

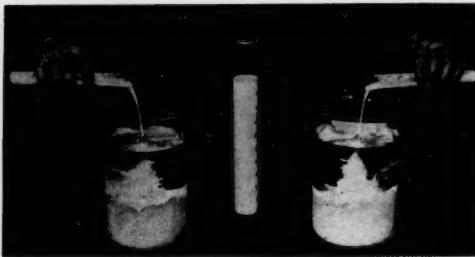
ALSO manufacturers of Remote Type Air Conditioning from 3 to 75 hp. Refrigeration Condensing Units from $\frac{1}{4}$ to 75 hp. Air Compressors from $\frac{1}{4}$ to 15 hp.

NEWS NOTES

from the ALLIED TRADES

Pennsalt Detergent-Emulsifier

Thriftex, a new drycleaning soap which is both a detergent and an emulsifier, was introduced by the Pennsylvania Salt Manufacturing Company at the recent NICD convention at Atlantic City.



Company states that stock solutions can be prepared either as one part Thriftex to one part water (left), or one part Thriftex, one part solvent, and one part water (right). Solutions will remain stable for months (center).

Newest of Pennsalt's drycleaning chemicals, Thriftex is said to produce highly stable emulsions with moisture in stock solutions, and disperses moisture finely and uniformly throughout the washer.

"This feature, combined with its detergent properties, indicates that Thriftex may be one of the most unusual products for drycleaners we have this year," said J. Stanley Hall, manager of Pennsalt's laundry and drycleaning department. "But perhaps one of its biggest advantages is that it has been designed for economy and thus will definitely help the drycleaning industry in controlling rising costs of production."

Thriftex has been field tested in a number of drycleaning plants under a variety of operating conditions. The new product is being manufactured at Pennsalt's Cornwells Heights, Pa., plant.

Thriftex can be used in all petroleum solvents and is completely removed by distillation or by the use of activated (sweetener) powders. It can be used direct from the drum if desired or in any of the following stock solutions: 1 part Thriftex to 1 part water; 2 parts Thriftex to 1 part water; or 1 part Thriftex, 1 part solvent and 1 part water.

When mixed in the order shown, with vigorous agitation, Thriftex rapidly emulsifies the moisture to form water-in-oil stock solutions that remain stable for months.

The stock solution is used in the washer in amounts ranging from one-quarter ounce per pound of garments for hard woolens to two ounces per pound for trench coats or reversibles. On white woolens, flannels, blankets, sweaters, drapes and similar articles, Thriftex is used direct from the drum.

Thriftex also can be used in a two-soap method or in hand brushing or pre-spotting. Because of the present supply of containers, Thriftex is available only in 5-gallon cans or 55-gallon drums. The product is described and instructions for its use are presented in Pennsalt Service Bulletin No. 19, "How to Control Moisture in Dry Cleaning."

For this bulletin or further information, write to Pennsalt Chemicals, 1000 Widener Building, Philadelphia 7, Pa. •

Change in Unipress Ownership

A new management idea involving joint ownership of a company by its distributors and officers has been put into practice, according to an announcement by



I. C. MAXWELL

Ira C. Maxwell, president of the Unipress Company, Minneapolis, Minnesota. Prompted by a recent trend toward company mergers, the step was taken at this time in view of the strong financial condition of the Unipress Company and the excellent progress which has been made during the last decade.

The operating management of the Unipress Company remains the same, and a definite policy of the company is to

see that all Unipress distributors are treated equally regardless of whether or not they are stockholders or directors of the company.

The Unipress distributors who have become stockholders of the company are:

I. Brooks, B. M. S. Laundry Machinery Co., Cleveland, Ohio; Murray Cohen, Cummings-Landau Laundry Machinery Co., Brooklyn, N. Y.; John T. Davenport, Atlanta Distributing Co., Atlanta, Ga.; N. T. Engeretson, F & E Laundry and Dry Cleaning Co., Clarksville, Ind.; Paul Farrington, F & E Laundry and Dry Cleaning Co., Clarksville, Ind.; Albert Friedman, Talley Laundry Machinery Co., Greensboro, N. C.; W. B. Green, Atlanta Distributing Co., Atlanta, Ga.; Hugh G. Henderson, Hugh G. Henderson Co., Houston, Texas; D. W. Hughes, Hughes Laundry Machinery Co., Dearborn, Mich.

Also: Archie Israel, Talley Laundry Machinery Co., Greensboro, N. C.; A. J. Kwakernaak, Unipress Co., Minneapolis, Minn.; Morris Landau, Cummings-Landau Laundry Machinery Co., Brooklyn, N. Y.; Ira C. Maxwell, Unipress Co., Minneapolis, Minn.; W. A. Pellerin, Pellerin Laundry Machinery Sales Co., New Orleans, La.; Ed. L. Thomas, Ed. L. Thomas Co., Jacksonville, Fla.; and J. Thomas, Ed. L. Thomas Co., Jacksonville, Fla.

The new directors are: Morris Landau of Cummings-Landau Laundry Machinery Company; Hugh G. Henderson of Hugh G. Henderson Company; D. W. Hughes of Hughes Laundry Machinery Company; John T. Davenport of Atlanta Distributing Company; Willis A. Pellerin of Pellerin Laundry Machinery Sales Company; A. J. Kwakernaak of Unipress Company, vice-president; and Ira C. Maxwell of Unipress Company, president.

All Unipress distributors have been active in the

BIG NET PROFITS

start with

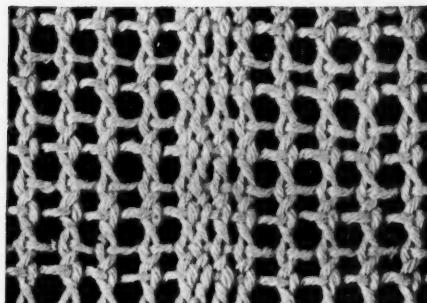
Callaway "Rockweave" Cotton Nets

Look at these NET GAINS you get from CALLAWAY "LENO" (open mesh) and CALLAWAY "PLAIN" (close mesh) COTTON NETS:

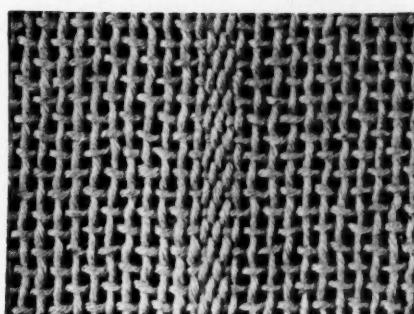
- Pin Winners—streamline, lightning fast pinning
- Wide opening—easier loading
- High Tensile—strength uniformly distributed
- Pliable—minimizes snagging
- Mendable—quick repairing
- Peak Wheel Drop
- Suction Scrubbing Action
- Free Passing of Insolubles
- No "Ballng" of Articles
- No "Hour Glass" Separation of the net load
- No Distortion . . . No Stretching . . . No Dragging
- Products of pioneers in high quality net manufacturing



Contact your Callaway representative for further net details. Also for cover cloth, duck, apron duck, double-faced felt, double-filled paddings and Callaway's asbestos assembly.



LENO—Open mesh net—reinforced



PLAIN—Close mesh—reinforced



Callaway Mills Inc.

SALES SOLICITORS

295 Fifth Avenue, New York 16, N. Y.

Chicago 54 • Boston 11 • Detroit 1 • Atlanta 3

West Coast Representative: W. A. Ballinger & Co.

30 Otis St.
San Francisco

1126 Santa Fe Avenue
Los Angeles

1218 Sixth Ave. So.
Seattle

laundry field for many years and are thoroughly experienced in the layout and operation of commercial and industrial laundries, linen supply laundries, self-service laundries, and institutional laundries.

The company plans a speed-up of new Unipress equipment now being developed, together with new layouts which will, the company states, multiply the efficiency of operators, save floor space, and produce more top quality work at lower cost. •

Water-Repellent Finish

Application of Niaproof water-repellent finishes to clothing, rainwear, sporting and canvas goods, house furnishings, linens, and other textiles is described in a new bulletin made available by the Carbide and Carbon Chemicals Co., 30 E. 42nd St., New York, N. Y. Laundry and drycleaning establishments can easily treat woolens, cottons, silks, satins, or rayons by simply saturating the fabrics with the water-repellent solution before ironing, according to the company. Fabrics so treated are said to be thoroughly repellent to rain or perspiration, resistant to stains from spilled drinks, and also gain some resistance to mildew. This finish doesn't completely prevent stains from inks, fruit juices, or coffee, but does prevent their penetration into the fabric which makes stain removal easier. Linen supply companies, says the maker, have found that Niaproof treatment increases the capacity of their washrooms, makes the goods actually easier to clean, gives linens a longer life, and reduces replacement costs of new linens. •

Col. Lanterman of American Retires

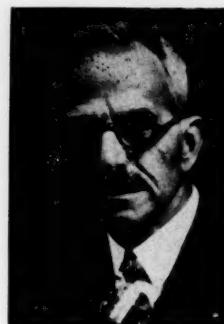
Colonel C. E. Lanterman, dean of the American Laundry Machinery Company's sales force, retired recently after 35 years of service with the firm's Eastern division.

He joined American on December 15, 1915, after many years with the National Cash Register Company. In June, 1916, he left to participate in the Mexican Border Service and returned to American in November of the same year.

During World War I, he was called to active duty as a member of the National Guard of New Jersey in July, 1917. This Guard Unit was

sent overseas as the 29th Division, with the Colonel attached to a Field Artillery Unit.

He was discharged as a Colonel in April, 1919, and again rejoined American. In the years that followed, the Colonel compiled one of the most outstanding sales records in the history of the company. For 35 years he



COL. C. E. LANTERMAN



When you use YellowGo, you know that you have the best in strippers. You also are assured that if anything will take the dye fade out, YellowGo will do that job for you.

YellowGo is mild when need be to remove one dye from another, yet it can also be the most powerful stripper. All this without injury to fabric under normal use.

Always use YellowGo for any stripping job. It will pay you well.

Ask your jobber about it today.

Stains go with YellowGo,
TarGo, InkGo, ColorGo,
RustGo, and PenGo

A. L. WILSON CHEMICAL CO.

The last word in Stripping and Spotting Agents
38 PASSAIC AVENUE, KEARNY, N. J.

"UP TO 400% FASTER"

To Insert This
GLENN ANDERSON Collar Support

HEBERT PAPER CORP.
1721 Elmwood Ave., Buffalo 7, N. Y.

averaged approximately 12 machinery orders per month, an enviable record.

His keen business sense, coupled with a fine understanding of individual laundry problems, endeared him to all he served. Under the Colonel's personal guidance several plants in his territory blossomed from meager beginnings to outstanding installations.

The Colonel, who is 82, and Mrs. Lanterman plan a leisurely Florida vacation for the immediate future. His many friends in the industry wish him continual good health and good fortune in the years to come. •

New Bleach Mixture

A new bleach combining all ingredients into one unit has been announced by Mathieson Chemical Corporation. The new product is HTH Soda Bleach Mix, a pre-proportioned mixture of HTH (calcium hypochlorite) and soda ash.

Commercial and institutional laundry operators will not have to stock soda ash, bother with bottles or return carboys with the new one-unit bleach, the company states. Conforming to existing trade standards, the preparation gives the standard one percent available chlorine laundry bleach solution when two and three-quarter pounds of it are mixed with ten gallons of water.

According to Mathieson's announcement, the new product is intended to supplement the firm's regular HTH and soda ash (as separate components), long used by laundry operators to make up stable stock bleach solutions.

HTH Soda Bleach Mix assures the laundry operator convenience and accuracy with a minimum of supervision and eliminates weighing out separate ingredients. By varying the amount added to a known volume of

water, less than or more than the standard one percent available chlorine solution may be mixed.

A very fine granular material, HTH Soda Bleach Mix is free flowing and comes packaged in 100-pound fibre board drums. It is now available from leading laundry supply houses throughout the United States and Canada. •

Johns-Manville Appoints Vice-Presidents

Appointment of A. S. Elsenbast, general manager of the Celite division, as a vice-president of the Johns-Manville Corporation, has been announced by Lewis H. Brown, chairman of the board and chief executive officer.

Following his graduation from Cornell University in 1912, Mr. Elsenbast obtained a position as chemist with the Nichols Copper Company, now known as the Phelps Dodge Corporation. Later he was associated with the Central Dyestuff & Chemical Company and Seydell Chemical Company in a similar capacity. In 1917 he joined the Celite

Company as a research chemist, advancing to vice-president in charge of sales engineering and development



A. S. EISENBAST

There's Nothing Like It!

DO YOU KNOW How Good The NATIONAL MODEL 15 Hand Marking Machine Really Is?

This unique, keyboard-operated machine assures accuracy! Misreading the lever segment position in the mark set up is eliminated. The Model 15 is accurate like an adding machine!

On the Model 15 the laundry mark once set cannot be disarranged by accidental movement; furthermore, the mark must be completely cleared before the next mark can be set. Both features assure accuracy.

There is no ribbon to come between the face of the type and the goods to be marked. The Model 15 prints from inked type which presses the ink mark directly into the goods—gives a deep-set, clear, permanent mark (not a surface mark) even on rough surface goods such as bath towels.

The completely enclosed keyboard keeps out dust and lint, and adds years of useful life.

THE NATIONAL MARKING MACHINE CO., 4026 Cherry St., Cincinnati 23, O.

SPECIALISTS IN BUNDLE AND GARMENT IDENTIFICATION SYSTEMS AND CONVEYORS

work, a position he held when Johns-Manville purchased the company in 1928. He was made general manager of the J-M Celite division in 1946.

Other vice-presidents of the parent corporation appointed were J. A. O'Brien, general manager of the J-M Industrial Products division, and Harold R. Berlin, general manager of the J-M Building Products division.

Messrs. Elsenbast, Berlin and O'Brien were formerly vice-presidents of the Johns-Manville Sales Corporation, a J-M subsidiary. In their capacities as vice-presidents of the parent organization, they will take an active part in the work of the new over-all company planning board, recently established by Johns-Manville. Among the planning board's assignments will be the analysis of policy and coordination of the activities of the various Johns-Manville divisions. ●

Pellerin-Wright Marriage

Norvin L. Pellerin, president of the Pellerin Milnor Corporation married Miss Sue Rose Wright at a recent service at the First Presbyterian Church of New Orleans, La. ●

Correction

The Ellis Drier Co., 2444 N. Crawford Ave., Chicago 39, Ill., wished to correct a copy error appearing in their advertisement in the January issue of THE STARCHROOM LAUNDRY JOURNAL.

The performance figures should have read "Four (not each) of the big 54 x 96 Unloading Type Washers handles 30 to 34 loads of 800 to 1000 lb. per eight-hour day." ●



LAUNDRY OPERATORS
who measure values
and results choose
National's Model 15.

Automatic Upholstery Shampoo Machine

The Hild Floor Machine Company announces a new All-Automatic Upholstery Shampoo Machine that substitutes electric power for most of the "elbow-grease" usually connected with this operation. Among its many outstanding features is a motor-driven applicator brush-unit weighing only 5½ pounds. The brush-unit contains simple finger controls for electric current and flow of cleaning solution.

The cleaning solution is fed by air pressure from the five-gallon capacity tank to the applicator brush. Constant air-pressure of eight to 11 pounds is automatically maintained by a micro-switch which controls the piston-type compressor built into the lower section of the tank. The solution is "pre-sudsed" by air-pressure, and reaches the brush partially lathered rather than in liquid form. Lathering is completed by the rotary brush action. Shampooing with "dry" suds is said to promote more thorough cleansing, minimize splattering, and prevent excess wetting of the fabric. Upholstery normally dries within three hours.



The new Hild machine is easily portable, weighing only 44 pounds complete. Twenty feet of hose is supplied as standard equipment, permitting the operator to clean fabrics with the machine well out of the way. All fittings that come in contact with the cleaning solution, as well as the tank itself, are made of corrosion-resistant metal and the brush is filled with nylon bristles.

For further information write the Hild Floor Machine Co., 740 W. Washington Blvd., Chicago 6, Ill. •

Drew Appointments

Dr. F. G. Guernsey, manager of the Chemical Specialties division, E. F. Drew & Co., Inc. of New York City, has announced the appointment of Dan Wescott as district sales manager for the Metropolitan New York City area.

Mr. Wescott has been associated with the Drew organization for a number of years and was formerly district sales manager of the Chemical Specialties division in the Washington area.

Mr. Wescott will be in charge of the Drew sales organization in the New York City area and will supervise the selling and servicing of Drew laundry soaps and detergents in that territory.

Albert A. Pariser has been appointed as salesman for Drew's chemical specialties division. Well known in the industry, he will be responsible for the sale and servicing of Drew laundry soaps and detergents in New Jersey.

The firm also announces that Jack Fabey is handling the sales of Drew laundry soaps and detergents on Long Island, New York. Mr. Fabey will handle the entire line of Drew laundry products including Flake Soap, Wetsyn, Breaksyn, Buff and other well-known products. •

Hagan Sets Up Chicago Office

A new Chicago district office has been established by the Hagan Corporation, Pittsburgh combustion and chemical engineering firm, and its subsidiaries, Hall Laboratories, Inc., Calgon, Inc., and The Buromin Company, at 1463 Monadnock Building, 53 W. Jackson Blvd.

The Hagan Corporation was formerly represented in Chicago by Burke & Colston.

The firm also announces that two veteran employees have been elected to its board of directors. R. R. Donaldson joined the Hagan organization in 1919, one year after it was founded, as a service engineer. He was advanced to chief engineer in 1945 and was elected vice-president in charge of engineering in 1948. Dr. Everett P.

Partridge joined Hall Laboratories, Inc., in 1935 as research director. He was elected director of Hall Laboratories in April 1950, succeeding Dr. R. E. Hall.

J. M. Hopwood is chairman of the board of directors. Other members include T. A. Peebles, Dr. Hall, D. J. Erikson, president of the corporation; E. M. Chaney, D. C. McKim, G. A. Binkley and W. W. Hopwood. •

Diamond Alkali Names Vice-President

The appointment of A. L. Geisinger as vice-president of the Diamond Alkali Company was recently announced by President Raymond F. Evans following action by the board of directors. In this new role with the company, Mr. Geisinger will have charge of Diamond's activity in the organic chemistry field. At

WHAT DOES SUPER MAKE?

STANDARD METAL

WASHERS ?

YES, IN 19 SIZES

UNLOADING

WASHERS ?

YES, IN 9 SIZES

AUTOMATIC FLATWORK

FOLDERS ?

YES, IN 2 MODELS

CHEST-TYPE FLATWORK

IRONERS ?

YES, 2, 4, 6, 8-ROLL

OPEN-TOP LAUNDRY

EXTRACTORS ?

YES, SEVERAL MODELS

WASHING FORMULA

CONTROLS ?

YES, FULL AND SEMI-AUTOMATIC

A complete line of laundry equipment for commercial, diaper, linen supply, institutional and hotel laundries.

YES!

—built in Super's two modern plants—

Main Office and factory at St. Joseph, Michigan
New factory branch at Stevensville, Michigan.

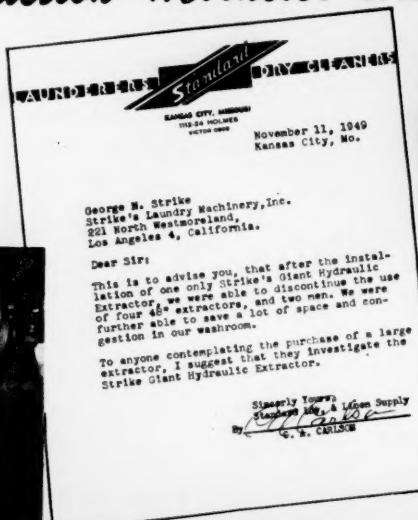
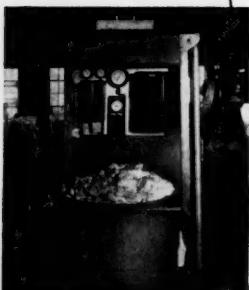
"Since
1877"

SUPER
LAUNDRY
MACHINERY
COMPANY

A DIVISION OF ST. JOE MACHINES



**ONE
LAUNDRY
OWNER
WRITES:**



Put an Extra \$5000 in your Pocket

When you install a STRIKE'S GIANT EXTRACTOR in your plant, you invest up to \$5,000 less than in any other comparable extractor on the market! What's more, you get giant capacity . . . 240 pounds in less than six minutes! Time, operation, and handling costs dwindle! Profits soar! Keep that extra \$5,000 . . . write for complete information on the modern STRIKE'S GIANT EXTRACTOR!

STRIKE'S LAUNDRY MACHINERY

221 NORTH WESTMORELAND • LOS ANGELES 4, CALIFORNIA

present Mr. Geisinger is also president of the Martin Dennis Company, Newark, N. J., one of Diamond's divisions.

After graduating from Ohio State University in 1914, he began his industrial career with a prominent chemical manufacturer in Philadelphia.

He joined Diamond Alkali at its Pittsburgh headquarters in December, 1919, launching a service record now exceeding 30 years.

His first major assignment was the direction of Diamond's entry into the silicate business. He designed, supervised construction and later operation of Diamond's first silicate plant at Cincinnati, Ohio, launched in 1921. In ensuing years he filled the same roles in the establishment of five other silicate plants throughout the country.

During World War II he acted for five years as president of the Diakel Corp., another new venture. A joint wartime project of Diamond and the M. W. Kellogg Co., the Diakel Corp. operated a large fluid catalyst producing plant at Cincinnati.

In March, 1948, after Diamond expanded its position in the chromium chemicals field by purchasing the Martin Dennis Co., Mr. Geisinger relinquished his 28-year duties as head of silicate operations to become president of this new division.

Appointment of J. A. Flobeck as assistant manager of the New York—New England branch sales office of Diamond Alkali Company, 122 East 42nd Street, New York City, is announced by W. H. McConnell, director of sales.

For the past six months Mr. Flobeck has been engaged in special sales and service work for Diamond

throughout New York and New England. In his new post he will continue to report directly to Henry B. Clark, manager of Diamond's New York—New England branch sales office. •

Clinton Elects Officers

Following a directors' meeting of Clinton Foods Inc., held at Dunedin, Florida, February 5th, C. W. Metcalf, president, announced election of the following officers: J. I. Moone, executive vice-president responsible for operations of Snow Crop division and corporate sales; Joseph M. Waters, vice-president responsible for corporate advertising and merchandising; Milton E. Stover, vice-president and controller; and Mark Candee, general counsel. •

Darco Names Plant Superintendent

Paul F. Pié, Jr., has been appointed superintendent of the Marshall, Texas, activated carbon plant of the Darco department, Atlas Powder Company, according to L. M. Gill, general manager. Mr. Pié succeeds R. M. Williams, who retired March 1, 1951, after 33 years with the firm.

Mr. Pié joined the Atlas Powder Company in 1932 after graduating from the University of Delaware with a degree of chemical engineering. In 1942, following several years in the Darco research laboratory, he went to the Kentucky Ordnance Works, a TNT operation

managed for the U. S. Government by Atlas. He returned to Marshall in 1945 as assistant superintendent.

Mr. Williams went to Marshall as engineer on construction when the plant was started in 1921. He later became assistant superintendent and superintendent. He started with Atlas at its Perryville, Md., war plant in 1918. •

Data Sheet on Soil Carry-over

The Philadelphia Quartz Company, manufacturers of Metso silicated detergents, has released another data sheet for insertion in its "Question & Answer Book of Washroom Practice." The subject is, "How Carry-over of Soil Can Be Kept at a Minimum." Factors which affect carry-over and soil removal such as loading the washer, water levels and rinsing are discussed. Copies of the data sheet are available from Philadelphia Quartz Company, Public Ledger Building, Philadelphia 6, Pennsylvania. •

New Mercury Clutch Coupling

The Mercury Clutch Division of Automatic Steel Products, Inc., Canton, Ohio, has brought out the Series "E" Mercury Clutch Coupling. This is a complete unit consisting of a Series "E" Mercury clutch with provision for mounting a standard flexible coupling between it and the driven load.

Designed especially for installation in the shafts of integral horsepower electric motors up to 15 hp., the new unit, used in conjunction with a flexible coupling provides a satisfactory connection between the motor

shaft and the driven shaft without the necessity of maintaining exact alignment.

Bulletin 113 contains dimension and specification data on the new line which is now available through Mercury distributors. •

Spotting Fluid Dispenser

A new TarGo dispenser bottle has been introduced by the A. L. Wilson Chemical Co. An eight-ounce bottle, handy for the spotting board, it is available through all Wilson jobbers or directly from the company at 38 Passaic Avenue, Kearny, New Jersey. •

Executive Changes at Pennsalt

Norman W. James, general purchasing agent of the Pennsylvania Salt Manufacturing Company, withdrew from active service with the company on December 31, 1950, but will continue as a consultant and advisor on procurement problems as they may arise, George B. Beitzel, president announced recently.

Mr. James joined the company in 1905, first being employed in the accounting department. Shortly thereafter he was transferred, first to the order department and later to the sales department until the central purchasing department was formed. In 1914 he assisted in organizing the purchasing department which, under his guidance, has grown to its present state of efficiency. He is a charter member of the Purchasing Agents' Association of Philadelphia.

Effective January 1, 1951, Frederick G. Prince, as-

NEW- REVOLUTIONARY

Another Product of

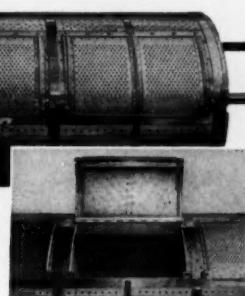
CUMMINGS-LANDAU ADVANCED ENGINEERING!

Wood Cylinders With Monel or Stainless Steel Doors

**A Fast, Faultless COST-CUTTER
That Will SAVE You Money!
—And Give you
More Satisfied Customers!**

• Doors approximately 20 percent larger. (Due to reduced weight, doors are made longer, permitting easier loading and unloading of the largest pocket.)

- Goods positively cannot creep through edges. (Doors are always tight, rest on solid stainless steel frames—a continuous heavy hinge and lock bolt holds door in place.)
- Has no wearing parts.
- No springs or latches.
- Eliminates door repairs and replacements.
- No counter weights required for any cylinder.



Pat. Pending

All new wood washers and replacement cylinders are equipped with these doors.

For efficient, economical operation add this newest CUMMINGS-LANDAU product, another direct result of our intensive efforts to produce the finest laundry machinery possible. Ask us about these new cylinders, which have all the advantages of a metal cylinder!

CUMMINGS-LANDAU LAUNDRY MACHINERY CO., Inc.

305-17 Ten Eyck Street, Brooklyn 6, N.Y.

Columbia, Pennsylvania



EXAMINE...

the *fletcher*
"WHIRLWIND"



COMPARE... THESE FEATURES



ABSOLUTE SAFETY

Structurally strong to permit high speeds (up to 1,200 RPM). "Glass-smooth" basket interior. Safe for all fabrics.

FINGER-TIP CONTROL

Just set the pointer. Hydraulic brake goes on and off automatically. A great time and labor saver.



AUTOMATIC HYDRAULIC BRAKE

Long-lasting automobile type hydraulic brake assures quick, smooth stops.



LARGE CAPACITY

Fletcher basket design holds more . . . turns out more work. Over 21 cubic feet of space in 48" basket.



USES LESS FLOOR SPACE

Compact design allows more efficient plant layout. Diagram shows 48" size. Compare it.



For complete information and construction details send for Bulletin 53.

FLETCHER WORKS

221 GLENWOOD AVE PHILADELPHIA 40, PA. ESTABLISHED 1850

sistant general purchasing agent, became general purchasing agent of the company.

Mr. Prince joined Pennsalt at the time of the purchase of the assets of Sterling Products Company in 1939. He was vice-president of that organization, which he joined in 1921. After heading up Pennsalt's laundry and drycleaning department for several years, he was manager of sales in the heavy chemicals department until June 1, 1949, when he was given the special assignment of planning and directing the company's centennial celebration. He was appointed assistant purchasing agent last October. •

New Garment Scrubbing Machine

The Hopkins Equipment Company, Hatfield, Pa., has announced a new garment scrubbing machine which is said to eliminate one of the most laborious of cleaning operations. The Scrub-O-Matic makes it possible, says Hopkins, to automatically scrub 85—100 trousers or other garments per hour, instead of the 20—25 possible with ordinary hand scrubbing.

In addition to a sizeable saving in direct labor cost, plus elimination of a difficult manual operation, the new device may be used either on the wet or dry side. Garments are simply dipped in the solution, passed through the rotating brushes, and rinsed. The Scrub-O-Matic was plant tested for three years before being introduced to the market.

Full details are available from the company. •

Firm Purchased

An announcement from the Quaker Stretcher Co., Kenosha, Wisconsin, states that Quaker has taken over the National Dryer Manufacturing Co., and has moved it to the Kenosha plant. The purchased firm will now be known as the National Dryer Manufacturing Co. Div. of Quaker Stretcher Co. Quaker plans to develop the business considerably. •

Cowles Appoints Jordan

Cowles Chemical Company, Cleveland, Ohio, announces the appointment of John Fleming Jordan as Cowles technical man in the territory comprising Maryland, Virginia and the District of Columbia.



JOHN FLEMING JORDAN

Mr. Jordan is a native of Georgia, and a veteran of World War I, during which he served with the 27th Division in Belgium and France. He has had extensive experience in sales, public utility and government work and, recently, in the laundry industry as manager of a laundry in Sylvester, Georgia. His background qualifies him admirably for his new position of serving the many customers of Cowles in the Washington-Baltimore-Richmond area. He and his wife, Edna, are making their new home at 1010 Wakefield Drive, Alexandria, Virginia. •

American Acquires Chace Valves

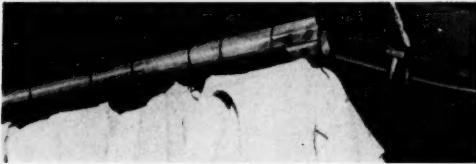
James M. Garvey, president of The American Laundry Machinery Co., Cincinnati, has announced the recent purchase of the Chace Valve division of the W. M. Chace Co., Detroit, Mich.

The primary purpose of this purchase is to assure the laundry industry a continual supply of Chace valves and repair parts. With acquisition of Chace Valve, American now manufactures a complete line of washer valves—manual, float type and meter type. American has set up a special department at the Cincinnati factory and general office to handle the manufacture and distribution of Chace valves and repair parts. This new department will be known as the Chace Valve division of The American Laundry Machinery Co.

Valves and parts will continue to be sold through existing distributors, as well as by American salesmen. •

Screw Type Conveyor

Teleflex, a new screw type conveyor offered by Teleflex, Inc., 248 West Winghocking Street, Philadelphia, Pa., has been developed for garment handling in all



fields, and is said to be particularly adaptable to dry-cleaning operations.

The conveyor consists of a flexible, screw type cable with an exterior thread which revolves within a metal rail. Power is supplied by a one-half hp. electric motor, a reduction unit and a cable coupling. Garments on conventional clothing hangers can be hung anywhere on the line and transported around bends and up and down inclines. Gravity rails may be attached to the end of a system, providing a switch-off to other units or to storage racks. Garments can be stopped temporarily or permanently at any point without stopping the conveyor or flow of material.

The system is flexible and can operate as a one-way or closed circuit conveyor. As Teleflex includes only one moving part, maintenance costs are said to be negligible. Installation costs are low compared to other conveyors requiring special layouts, the maker states.

Further information is available from the manufacturer. •

Eaton Sales Clinic

The annual sales clinic of the Eaton Chemical and Dyestuff Company of Detroit, Windsor, and Toronto, was held in Detroit on February 14-17 at the Detroit Athletic Club. Richard C. Hedke, executive vice-president, was general chairman of the clinic; Raymond F. McDonald, vice-president, was chairman of the meetings of the drycleaning and laundry sales staff; Gerald T. McCray, vice-president, was chairman of the meetings of the industrial chemical sales staff; and Berrien Eaton, president, was chairman of the special meeting for the Canadian sales staff.

The meetings were addressed by the above named officers and the credit manager, Loyal B. Boulton, Chief

LIKE SLIDING DOWNHILL



FLATWORK, too, zips along in record-making time when it rides on Gilmer Feed Ribbons. "Record-making" because *once through the ironer* does the job. Re-runs are unnecessary for every piece comes through without a ripple or a wrinkle . . . better finished bundles, happy customers, bigger profits.

Save time, manpower and money with Gilmer Feed Ribbons. They're carefully woven from the finest, long-wearing cotton, with perfectly straight edges and of uniform thickness throughout. You can get Gilmer Feed Ribbons in all sizes, both endless and Clipper lace. Order a set from your supply house today.

BUY THROUGH YOUR GILMER DISTRIBUTOR

Gilmer
FEED RIBBONS

More than 40 years' experience
goes into every one!

L. H. GILMER COMPANY
TACONY, PHILADELPHIA 35, PA.

Division of United States Rubber Company

THE MARK RECORD SHEET

is a great check against inaccurate marking. Records the marks used in all bundles; permits location of lot for all marks.

**Prevents duplication of marks;
Avoids mixup of garments;
Aids and simplifies sorting;
Used in any marking system;
Precludes thievery.**

Used for years by hundreds of laundries

SAMPLES FREE

**(All shipments C.O.D. unless check
accompanies order)**

**Price, per thousand \$7.50
5000 or more, per thousand, \$6.50**

**THE
STARCHROOM
LAUNDRY JOURNAL**

**304 East 45th Street
New York 17, N. Y.**

Chemist Howard Vetenko, Toronto Branch Manager H. Kenneth Robinson, and Windsor Branch Manager Howard G. Oster.

A dinner was held for all the salesmen and all members of the "1838 Club," which includes all employees who have been with the company five years or more. Presentations of service certificates were made to Charlotte Tessens for 40 years of service; Ida M. Vershave, 20 years; Helene Thom, 10 years; Lewis B. Smith, 15 years; and Marshall E. Taylor, 30 years. The 52 members of the club account for a total of 962 years of service to the firm. Seventeen members have served the company more than 25 years. Rufus W. Clark, former chairman of the board, with a service record of 48 years, attended the meeting. •

Drew Announces New Heavy Duty Detergent

Druzol, a new type of heavy duty detergent for cleaning greasy soil classifications or badly stained work has been developed by E. F. Drew & Co., Inc., New York, New York.

A concentrated super-saturated liquid, the new preparation is said to have a wide range of uses in laundering overalls, wiping cloths, kitchen rags, butcher aprons, stained diapers, printers' ink rags, working clothes, etc. It is soluble in water, kerosene, Xylol, or pine oil in all proportions, and can be used with alkali or specially built soaps in the first hot operations. The company states that it is excellent for cleaning oily or greasy floors and for removing old wax from floors.

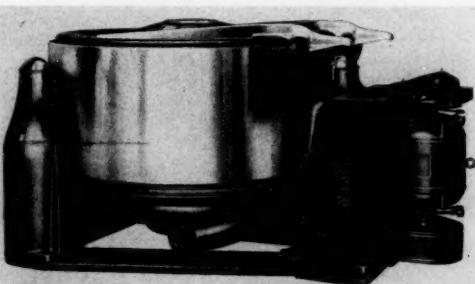
Druzol forms a highly stable emulsion and is reported to make a superior emulsifying agent in pine oil disinfectants, kerosene sprays, etc. The manufacturer claims that it handles the toughest washing problems and eliminates the need of using scarce and expensive pine oil in these operations, and in most cases, will replace soap completely.

Because it does a fast and thorough job in the early part of the formula, it makes it possible to use shorter formulas, in most cases. Druzol prevents redeposition of soil, leaving washwheels free from film. It is also said to be a fast and complete metal cleaner in water or kerosene solution, sprays, tanks, or machine washings.

The product is available for immediate delivery. For additional information, formulas, etc., write to E. F. Drew & Co., Inc., 15 East 26th St., New York 10, N. Y. •

Improved Extractor Feature

Use of an independently mounted motor which makes operation smooth and quiet is an improved feature of



the Notrux extractor manufactured by The American Laundry Machinery Co.

The motor is mounted on a bracket supported entirely by the rear Meehanite metal suspension column of the extractor, thus relieving the curb of any unbalanced weight. The motor bracket pivots in bearings bolted to arms extending from the rear suspension column. Swinging action of the motor bracket absorbs vibration of the motor and is an important factor in the smooth performance of the machine.

A sturdy, steel drag link synchronizes movement of the motor with the curb so that the motor moves in conjunction with the curb to maintain constant tension on the V-belts.

For further information on the improved, independently mounted motor, now furnished as standard on all size mechanically loaded and unloaded Notrux extractors, write to The American Laundry Machinery Co., Cincinnati 12, Ohio. •

Wyandotte Service Awards

Six Wyandotte sales and service supervisors recently received 25-year service award watches. They are left



to right: Carl M. Cooper, Indianapolis; E. E. Johnson, Sioux City; A. J. Reynolds, New Haven; A. E. Nelson, New York; J. B. Holland, Toledo; J. A. Dutton, Rochester. Robert L. Reeves, general manager of the J. B. Ford Division of Wyandotte Chemicals Corporation, at right, congratulates the new Twenty-five Year Club members.

Wyandotte Chemicals to date has awarded 1,570 25-year watches. Of these, 1,001 watches are worn by employees still on active duty—18.6 percent of Wyandotte's total employees. •



"Of course . . . if you feel your claim is justified . . ."



THIS new booklet, filled with facts from operating records of successful laundries throughout the country, shows how Oakite materials save in

Break: Oakite Penetrant, added to soap, penetrates, wets load faster . . . loosens and suspends bulk of soils . . . minimizes tensile strength loss. Can't be beat for work clothes, wiping rags, cotton waste.

Suds: Oakite Composition No. 53 brings dead soap to life . . . sequesters insoluble salts, lime content . . . prevents graying of clothes . . . often saves water, heat, time by eliminating one rinse.

Heat Transfer: Cut fuel costs by regular cleaning of heat reclaimers with Oakite Stripper M-3 . . . quickly removes insulating deposits of soap, grease, soils, lint . . . steps up heat transfer efficiency.

"Facts" tells about other Oakite laundry short-cuts, too. And it's free. Write Oakite Products, Inc., 22B Thames St., New York 6, N. Y. No obligation.

SPECIALIZED INDUSTRIAL CLEANING
OAKITE
TRADE MARK REG. U. S. PAT. OFF.
MATERIALS • METHODS • SERVICE

Technical Service Representatives in Principal Cities of U. S. & Canada

Keeps your finishing machines
at top-efficiency



New Product Cleans Pressing and Ironing Surfaces while Metal is Hot!

EZ-OFF removes scorch soil, starch, foreign materials from irons, sleeves, puffers, all metal pressing and ironing surfaces.

Simply wipe it on and wipe it off. Works like magic.

Cleans while machines are in use and metal is HOT. No waiting for equipment to cool.

Provides smooth, slick finishing surfaces. Prevents collection of sticky residues.

Entirely safe for metals, fabrics and skin. Non-inflammable.

One carton of 6 Jumbo tubes of EZ-OFF
\$4.80 (Single tube—\$1.00)

Order today—from your jobber

Moved to new and larger quarters

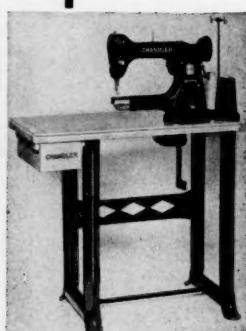
Manufactured by

BOSTON CLIP AND TAG CO.

48 Grove St., Somerville 44, Mass.

DARN IT!

An all purpose
mending unit
for repairing



Shirts • Socks
Towels • Coats
Aprons • Linens
and Laundry Nets

Electrically operated
Easy to use—reasonably priced

Write for Details

CHANDLER MACHINE CO.

P. O. Box 426

Ayer—Mass.

MEMBERSHIP DRIVE

A "all-out drive to strengthen the national association membership for the good of the laundry industry and the protection of all of us in the period of national emergency that lies ahead" was mapped by the AIL board of directors at its first 1951 meeting in Washington, D. C., January 11-14.

The membership drive will be under the direction of Fred W. McBrien, Holland Laundry, Philadelphia, AIL president.

Basis of the drive will be personal contacts by some 400 local committeemen. They will call approximately 2,000 non-members of AIL to see whether they qualify for membership. The goal of the campaign is that by June 1, 300 of these 2,000 laundries will have joined the Institute. The campaign will start in March.

"To build a strong, active association membership is the most important thing any of us can do for the laundry industry right now," said Mr. McBrien in presenting the plan to the board.

"None of us knows exactly what the future holds, but it seems certain that increasing government encroachment on the various functions of our business is inevitable under present international conditions.

"As that happens, we as laundryowners are going to have to be united as never before in order to best serve our country, our customers, our employees and our own best interests.

"In the present emergency, our own problems as individual laundryowners are submerged in the one big problem of making sure that our industry gets a fair shake in a controlled economy.

"I can't think of anything more vital to the industry right now than national unity in the face of world conditions and their effect on the economy here at home."

The 11 AIL directors will be territorial chairmen of the drive. They will in turn appoint state chairmen, who will pick the local committeemen. ●

HANGER REMINDER

A FAR-SIGHTED move on the part of the Orlando Steam Laundry Company, Orlando, Fla., to beat the hanger shortage was recently brought to our attention. D. Hillman, president, writes:

Help! O Save!

me

I am CRITICAL MATERIAL.
I am in SHORT SUPPLY.
I won't be available Soon.
Please don't throw Me Away.
I want to continue serving You.
RETURN ME to the
ORLANDO STEAM LAUNDRY
49 W. Concord Ave., Orlando, Fla.

Telephone 2-2431

THANKS

"This form will be attached to every dry-cleaning order that goes out. Our purpose in using this form is to remind the public that wire hangers are made of critical material, are in short supply, and may, at sometime in the near future, not be available. We hope to educate our customers with this reminder to save all wire hangers and return them to us."

"Since we have just started using the reminder cards we cannot tell you what the response will be. However, we believe that the majority of our customers will save and return these wire hangers to us for further use." ●

PERSONNEL FORMS

Forms and records used in every major activity of personnel administration are analyzed and illustrated in the American Management Association's *Handbook of Personnel Forms and Records*, Research Report No. 16, by Eileen Ahern.

More than 150 pages of the report are devoted to reproductions of carefully selected forms currently in use in representative companies. The accompanying analytical reading matter emphasizes the content of each type of form, bringing out the objectives of the particular personnel activity and the underlying principles governing its administration.

Included are several checklists of items found on hundreds of examples of similar forms. Wide variation in layout, typography, arrangement of items, size, etc., is evident from the illustrations, and a number of forms of unusual interest are described.

The *Handbook* covers all types of forms and records included in the following broad categories: application forms, interview records, references, medical forms, induction of new employees, patent rights of employees, payroll notifications, job evaluation, attendance and absence records, manpower inventory (e.g., qualifications records, employee placement or status cards, seniority records, etc.), merit rating, training, group insurance, employee discipline, grievance records and suggestions systems.

The *Handbook* (227 pages) is available from the American Management Association at 330 West 42nd Street, New York 18, N. Y. at \$3.50 (AMA members, \$2.50). ●

BOOK REVIEW

Administrative Housekeeping, Alta M. Labelle and Jane P. Barton, G. P. Putnam's Sons, New York, \$5.50.

This book covers the major problems with which the administrative housekeeper is confronted and proposes efficient methods which will reduce costs. The subject is developed from the point of view that every building, large or small, presents definite maintenance problems which concern both the housekeeper and management.

The volume presents specific ways of reorganizing the present staff for more economical operation, as well as time-proven methods of forming a new staff including job analysis, selection, assignment, and training. Furnishing, decorating, purchasing, budgeting, and overall management, embracing the smooth coordination of housekeeping with all other departments, are expertly handled. ●

FIRE CONTROL BULLETIN

INFORMATIVE literature on fire control has been released by the National Automatic Sprinkler and Fire Control Association, 205 East 42nd St., New York 17, N. Y., Bulletin No. 113, and in an eight-page bulletin titled, "The Automatic Sprinkler System."

The first bulletin points out that every 38 seconds a fire breaks out in the U. S. Eighty percent of these fires are caused by human carelessness. Losses for the month of July, 1950 amounted to \$52,980,000, an increase of 6.8 percent over July, 1949. Losses for the first eight months of 1950 were figured at \$469,975,000, 4.7 percent higher than the corresponding period of 1949. For the 12 months ending August 31, 1950, total estimated

We bow modestly in appreciation of the many orders and words of praise from the Laundries and Dry Cleaners for our **LITTLE**

GIANT WATER SPRAY GUNS

\$8.50 F.O.B.

After many years of experimenting and testing in the field we have eliminated many troublesome parts and incorporated these outstanding features:

Non-Corrosive; All brass—nickel plated. Non-Drip.

Small parts eliminated.

Light weight gun 5 oz., Hose 5 oz.

Operates on any pressure from 40-150 lbs., without adjustment.

Priced so that it doesn't pay to keep spending money repairing that old out-dated gun. Buy with confidence.



A revolutionary WATER SPRAY GUN developed for use by LAUNDRIES, Dry Cleaners.

Consult Your Jobber or

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and SUPPLY COMPANY

1735 Blake Street • Denver 2, Colorado

HERE'S YOUR ANSWER...

TO ECONOMY—SPEED SAFETY—MORE PROFITS

Today, more than ever, rugged, dependable construction means more profits in the long run. MILNOR all stainless-steel washers are built to last and last . . . to give you more profits thru economy of operation, speed, safety and permanent quality. RUGGED MILNOR PRODUCTS are available in semi or fully automatic models. Write for detailed illustrated catalog.



MILNOR
CORPORATION
NEW ORLEANS 10, LA., U. S. A.
MANUFACTURERS OF FINE LAUNDRY AND DRY CLEANING EQUIPMENT

Model TW-25D-2MA
Two cylinders each having
25 lbs. dry weight capacity.
Each cylinder operated in-
dependently of the other.

have you *DECAL*-culated the cost of truck signs lately?



Slow, costly handpainting keeps trucks off the street



Low cost, full color Decals can be applied overnight

Send for **FREE!**
Booklet



Write for **FREE**
book on truck
Decals. In full
Color Dept. 25-3

The MEYERCORD Co.
World's Largest Decal Manufacturer
5325 W. LAKE ST., CHICAGO 48, ILL.

Cost comparisons prove you can save up to 90% with Meyercord Decal Truck signs. That's why we say "decal-culate" the cost! Use free ad space on trucks to carry a payload of promotion. Decal truck signs can be produced in any number of colors, sizes or designs. Overnight application keeps trucks rolling. Investigate the economy and promotional value of Meyercord Decals—for 12 trucks or a 1000.

loss was \$688,962,000, an increase of 2.4 percent over the preceding 12 months.

Both bulletins indicate that a vast majority of this damage could have been prevented if the buildings had been protected with automatic sprinkler control.

Also pointed out is the fact that the control of large fires usually involves tremendous quantities of water. Sometimes a single large fire involves the consumption of as high as 3,000,000 gallons of water. Such water consumption is a highly serious matter at a time when many localities suffer from acute water shortages. Automatic sprinklers usually are able to control fires with a tiny fraction of the amounts required for fires in non-protected properties. For example, the bulletin on sprinkler systems states that only one percent of the fires in sprinklered properties required 2,000 g.p.m. or more, whereas 60 percent of the fires in unsprinklered properties required the same amount or more. •

LINEN SUPPLY CONVENTION PLANS

JUDGING from advance hotel and convention registrations, the 39th annual convention and exhibit of the Linen Supply Association of America will be the greatest in the history of the industry. The convention is to be held at the Hollywood Beach Hotel, Hollywood, Florida, April 15-18. Indicative of the high interest in this year's convention is that all exhibit space has been sold, making it necessary to add outside booth space for late comers who want to exhibit.

The business program promises to be timely and highly significant. Subjects and speakers include:

"Better Washing Methods," Dr. Pauline Beery Mack, director, Ellen H. Richards Institute, Pennsylvania State College; "Selling Linen & Towel Service," Jack A. MacInnes, Pennsylvania Coat & Apron Supply Co., Philadelphia; "Selecting the Right Routeman and Salesman," Dr. W. A. Eggert, chief psychologist, Lumberman's Mutual Casualty Company; "Late Washington Developments," Max Feinberg, director of the Service Trades Branch of the ESA; and "The Census and You," Ralph C. Janoschka, chief, service trades section, Bureau of the Census.

Panel sessions will include discussions on improved production methods, Washington developments, and linen conservation and replacements.

In addition, there will be several outstanding talks given by nationally known persons in governmental and other fields. Several noteworthy films will also be shown.

A post-convention cruise to Cuba is an added feature. Delegates will leave Miami by boat on Wednesday evening, April 18th and will arrive in Havana, Cuba on the following morning. They will be housed at the famed Nacional Hotel and during their four-day stay will visit Morro Castle, the surrounding countryside, quite a number of renowned places of interest in Havana, and several of the leading night spots. They will return to the United States by boat on Sunday evening, April 22nd. A special package rate for the entire trip, including all meals, hotel, transportation, and gratuities has been arranged. •

INDUSTRY MEETINGS AT JOLIET

A SERIES of industry meetings at AIL headquarters are scheduled to begin in March and April. Philadelphia laundryowners have tentatively selected

Today it's the
Ribbonized Way!

**The
RIBBON-
RITE**

MARKING MACHINE For LAUNDRIES

Prints thru a Ribbon and is Always Ready! Fast, clean, accurate marking that saves time and eliminates the cause of claims. 6-, 8-, and 10-character machines. Easy-to-read block on yellow index strips. Clean, indelible marking. Type cannot fill in. No smudges or blots on work in process.

Special wash-out ribbon for marking at wet assembly. Long ribbon life assured by patented diagonal ribbon feed.

Makers of TAG-O-MATIC, tag-making-and-marking machine for drycleaners.

Wire or write for folder or demonstration.

TEXTILE MARKING MACHINE CO., INC.
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YOUR CUSTOMERS
DESERVE
THE BEST

and we have the
best and most complete
style line available of replacement
collars and cuffs for white shirts...
AT PRICES THAT ARE HARD TO BEAT



REGULAR COLLAR

Style H20 Soft Collars \$3.25 per doz.
NON Wire is a Fused
Collar \$3.25 per doz.



OXFORD COLLAR

Plain Oxford Collars \$3.75 per doz.
Oxford Button Down
Collars \$4.50 per doz.



SPREAD COLLAR

The Best Style Wide
Spread Collar "with
stays" \$4.25 per doz.

Compare quality, we
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service, we are
the best, compare
price, we are the
lowest. For replace-
ment collars and cuffs
see Zuckerberg.

87 Franklin Street, New York 13, N. Y.

THE
ZUCKERBERG CO.

March 26-27 as the dates for a meeting at Joliet, Wisconsin laundryowners plan to hold a similar meeting April 5-6.

The AIL board of directors at a meeting in Washington in January expressed unanimous approval of the plan. •

APPEARS ON OWN TV SHOW

WHEN a laundry sponsors a television program, it isn't exactly news any more. But when the laundryowner regularly appears on his own TV program we sit up and take notice. I. D. Fink, president of the Gross Brothers-Kronieks Corporation of Minneapolis, a laundry and drycleaning firm, has become quite a public figure in his town since he made his first appearance on G. & K.'s television programs last September.

The firm sponsors three feature movies a week on TV and plans to step up the schedule. Mr. Fink and Leo Gross, vice-president of G. & K., appear twice a week on a "G. & K. Quiz." Questions on laundry and cleaning problems are submitted by viewers, and are answered by the two laundry executives. The quiz occupies intermission spots throughout the show.

The show is carried on in an informal manner with considerable bantering going on between the laundrymen and the announcer. Answers to questions are not prepared beforehand.

Mr. Fink practiced law for a year before joining the G. & K. as a general partner in 1926. He has been president for the last 12 years. •

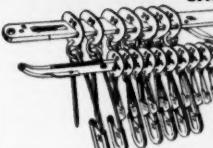
AMERICANS SPENT \$24 EACH IN '48 TO LOOK WELL GROOMED

ACCORDING to a recent Census Bureau report, Americans spent an average of \$24 each in keeping themselves well groomed in 1948. Final reports on the 1948 census of personal service businesses showed a total of \$3,495,119,000 spent in such businesses as laundries, drycleaners, barber shops, beauty shops, and shoe-shine parlors.

The nation's laundry bill accounted for the largest single expense item—\$1,257,987,000. Cleaning and dyeing plants took in \$807,673,000; tailor shops, \$365,661,000; and shoe repair and hat-cleaning shops, \$218,800,000. The laundry figure included money spent in self-service laundry establishments.

Personal service enterprises declined from 353,675 in 1939 to 304,319 in 1948, but over-all receipts increased by more than \$2,030,000,000, the bureau stated. •

Install KEY-TAG CHECKING SYSTEM ASSURING POSITIVE AUTOMATIC MECHANICAL CHECK SAVE LABOR—ELIMINATE CLAIMS



Key-Tag assures you—no matter what the service—definite, accurate identification of every net and garment. It speeds up every operation and reduces labor costs. Fits easily into your present system without any elaborate new set-up. Get the details from your supplier or write direct.



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CHECKING SYSTEM CO.
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IN THE HOLE \$68⁴⁷



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WOULD HAVE COST \$15

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Has stood up for years under hard service in thousands of food and meat packing plants, bottling plants, dairies, laundries, ice cream plants, refrigerators, and cold rooms and other places where floors stay damp and get hard water. Try it for your floors.

Your supply house can furnish promptly or send for illustrated Bulletin and Free Test Offer.

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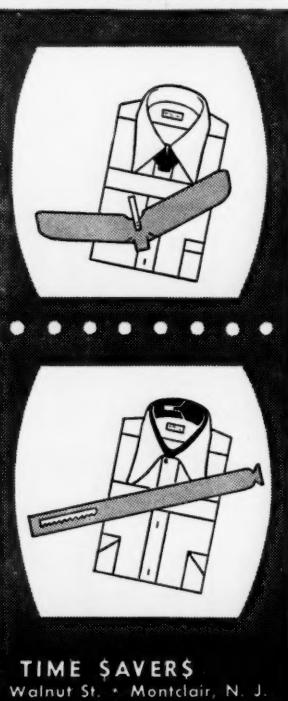
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CONVENTION CALENDAR

Diaper Service Institute of America
Shoreham Hotel
Washington, D. C.
March 18-21, 1951

Georgia Laundry and Cleaners Association
Annual Convention
Biltmore Hotel
Atlanta, Georgia
March 28-29, 1951

Massachusetts Laundryowners' Association
Annual Meeting and Spring Convention
Hotel Statler
Boston, Massachusetts
April 6-7, 1951

Texas Laundry & Dry Cleaning Association
Oklahoma Laundryowners Association
Rice Hotel
Houston, Texas
April 11-12, 1951

West Virginia Launderers and Dry Cleaners Association
Annual Convention
Daniel Boone Hotel
Charleston, West Virginia
April 13-15, 1951

Linen Supply Association of America
Hollywood Beach Hotel
Hollywood Beach, Florida
April 15-18, 1951

Southern Laundryowners Association
Annual Convention
Edgewater Gulf Hotel
Edgewater Park, Mississippi
April 19-20, 1951

Laundry & Cleaners Allied Trades Association
Laundry & Dry Cleaners Machinery Manufacturers
Association
The Greenbrier
White Sulphur Springs, West Virginia
April 26-28, 1951

Connecticut Laundryowners Association
47th Annual Convention
Hotel Bond
Hartford, Connecticut
May 5, 1951

California Laundryowners Association
Yosemite National Park, California
May 10-12, 1951

Pennsylvania Laundryowners Association
 New Jersey Laundry and Cleaning Institute
 Traymore Hotel
 Atlantic City, New Jersey
 May 10-12, 1951

Laundry and Cleaning Association of the Carolinas,
 Georgia and Florida, Inc.
 General Oglethorpe Hotel
 Savannah, Georgia
 May 13-15, 1951

Oregon Laundryowners Association
 The Dalles, Oregon
 May 17-19, 1951

Indiana, Illinois, Michigan and Ohio Laundryowners
 Drake Hotel
 Chicago, Illinois
 May 17-19, 1951

Missouri, Kansas, Iowa and Nebraska Launderers and
 Cleaners
 Lassen Hotel
 Wichita, Kansas
 May 17-19, 1951

Montana Laundry and Dry Cleaners Association
 Billings, Montana
 May 18-19, 1951

New York State Laundryowners Association
 Spring Convention
 Hotel Syracuse
 Syracuse, New York
 May 24-26, 1951

Pacific Northwest Launderers and Dry Cleaners
 Washington Athletic Club
 Annual Convention
 Longview, Washington
 May 24-26, 1951

Idaho Laundry and Dry Cleaners Association
 Boise, Idaho
 May 25-26, 1951

Wisconsin Institute of Laundering
 Minnesota Institute of Laundering and Cleaning
 North and South Dakota Associations
 St. Paul Hotel
 St. Paul, Minnesota
 May 25-26, 1951

Maryland-District of Columbia & Virginia
 Laundry Owners' Association
 North Carolina Association of Launderers and Cleaners
 Convention Cruise
 Queen of Bermuda
 May 26-31, 1951

Annual A.I.L. Convention
 Stevens Hotel
 Chicago, Illinois
 October 19-21, 1951

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 operator
 efficiency

with

ZENITH

interval timers

on washers and dryers—for signaling operations
 and time controlling of work loads.

Accurately time and control any electrically operated machinery. Powerful self starting synchronous slow speed motor. No clock springs to wind or break. Fast make-and-break through silver contacts. Timed for minutes or hours. Underwriters approved.

ZENITH also makes Automatic reversing switches
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 time switches • Automatic reset switches •
 Magnetic contactors • Program clocks • Re-
 versing starters • Impulse timers • Magnetic
 switches • Synchronous motors • Work cycle
 timers •

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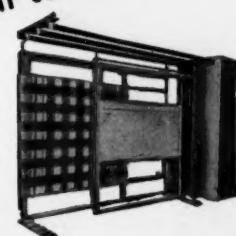


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 for quality blanket wash-
 ing with no shrinkage.

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 ENGINEERED PRODUCT
 HOPKINS EQUIPMENT CO., HATFIELD, PA.



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Curtain and Blanket
 Stretcher for quick, ac-
 curate drying of curtains
 and blankets.

Write for Bulletin 206

What's Your Truck Doing All Day?



This Device Tells Every Move the Truck Makes!

Idle time—busy time—day and night (and overtime, too!)—all on a record is a 2-hour delay. Here, for example, is a 2-hour delay, and you can put your finger right on it!—and then correct it! (Over 100,000 trucks now equipped. Write for booklet: "Ten Ways of Getting More Work Out of Motor Trucks.")

THE SERVICE RECORDER CO.
1375 Euclid Ave., Cleveland, O.

THE SERVIS RECORDER

Keeps Trucks Busy

**Faster, More Economical,
More Efficient**

HAMMOND STEAM TUMBLERS

Here's a tumbler with features beyond comparison. Day after day it gives you fast, consistent drying that makes the profit in your plant go *UP*. Plant tests prove it is faster, easier on delicate fabrics. Built to last a life-time.

Write for folder giving complete description of this remarkable tumbler.



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Waco, Texas
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LAUNDRY-CLEANING MACHINERY CO.

New PRESSES

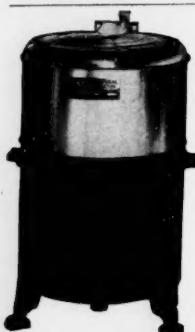
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The most efficient time and money saving Extractor on the market.

Made in 15", 17" and 20" sizes.

Send Us Your Inquiry.

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NYLON ZIPPER AND KNIT FABRICS APPROVED

A NYLON zipper, manufactured in 34 different colors by Waldes Kohinoor, Inc., Long Island City, New York, has been awarded the Certified Washable Seal of the American Institute of Laundering.

After repeated launderings in the AIL laundry plant in Joliet, Ill., all colors of this nylon-zip fastener met the Institute's rigid standards of launderability.

The nylon molding material from which the scoops or teeth of this fastener are made has a flow temperature of 510° F. This is a very high melting point, almost 200° F. over the temperature produced in laundry presses.

"Satisfactory on all counts," was the final report made by the Institute laboratories after these zippers were evaluated for dimensional stability, wash fastness, quality of construction and functionality.

For the first time, the American Institute of Laundering has awarded its Certified Washable Seal to a complete line of knit fabrics designed for fancy sport shirts.

The manufacturer is Barbet Mills, Inc., New York City. Two cutters using the material for boys sport shirts have also had their products approved. They are Beryl Mills and Buddy Company, both of New York City.

The all-cotton Barbet fabric, according to AIL, showed excellent wash fastness, sun fastness and resistance to shrinkage, bleeding and perspiration. AIL's tests were conducted in the Institute commercial laundry and textile laboratories at Joliet, Illinois. Fabrics tested included plain colors and stripes.

Beryl Mills' shirts tested have scenes printed on plain background Barbet cloth. Buddy Company's shirts have roller-printed designs on plain backgrounds.

Obituaries

J. Z. Cooper, 51, manager and part owner of the New Method Laundry, Kelso, Washington, died recently of a heart attack. Mr. Cooper devoted most of his leisure time to horseback riding. He owned several mounts and belonged to three riding associations.

He is survived by his widow, a son, two daughters, his father, a brother, and three sisters.

John J. DeBieck, superintendent of the Patterson Laundry Company, died on January 23 after a short illness. He had been associated with the laundry firm for 37 years. He is survived by his widow, a son, two sisters, and four brothers.

Allston R. Frampton, 83, retired laundryman and former owner of the Frampton Brothers Laundry, Melrose, Mass., died on January 23. He had been active in the Fordell Lodge of Odd Fellows. He is survived by a sister.

John Kimball, 80, former owner of the Woodlawn Laundry, Chicago, Ill., died on January 21 in Miami, Fla. He was a 32nd degree Mason and a Knight Templar. Surviving are his wife, Tressie, a son, three daughters, eight grandchildren, and two great-grandchildren.

Yelott F. Hardcastle, 67, a director and former vice-president of the Pennsylvania Salt Manufacturing Company, Philadelphia, Pa., died on February 4. He was a member of the American Electro-Chemical Society, the Chemists Club of New York, and was also well known as a hunter and fisherman in the Eastern Shore region of Maryland.

He is survived by a son, a daughter, two sisters, and seven grandchildren.

Herbert B. Koth, 49, executive vice-president of the Morey LaRue Laundry Company, Elizabeth, N. J., died at his home on January 31. He had been failing health for several months.

 Mr. Koth was a nationally known figure in the laundry industry. The Morey LaRue plant, with which he had been connected since 1923, has been considered a model operation for many years. He was an authority on the production and managerial aspects of the laundry and drycleaning industries, and had frequently addressed state and national meetings of the industries' associations. He was a member of the Washington Advisory Committee of the AIL, and was chairman in 1949 and 1950 of the Varsity International Conference of Dry Cleaners.

In addition to his recognition in the laundry and drycleaning industries, he was appointed to the Domestic Distribution Committee of the U. S. Chamber of Commerce. He gave unselfishly of his time and abilities to community activities, making a particular contribution to the Boy Scouts and to the First Presbyterian Church in Elizabeth. He was also active in Rotary, and was affiliated with several clubs.

He is survived by his wife, two sons, his parents, two sisters, and a brother.

F. L. Murphy, 68, owner and operator of the Banita Laundry and Dry Cleaners of Nacogdoches, Texas, died recently. Surviving are his wife and a son.

Adrian Otte, 92, founder and "retired" operator of the American Laundry & Cleaners, Grand Rapids, Mich., died on February 8. He had been active in the laundry business for nearly 70 years, and was reported to be the oldest active laundryman in America.

Starting with a one-room shop, he had built up a business employing more than 235 people and occupying approximately 95,000 square feet. As early as 1900 he installed an air-conditioning system in his plant, and pioneered in employee accident insurance, rest periods, and suggestion plans long before such recognized management techniques had become common. He was a charter member of the AIL.

He was a member of the Knights Templar, Scottish Rite, and Saladin Temple. He was very active in Y. M. C. A. and church work, was a director of the Citizens Industrial Bank, a member of the Grand Rapids and National Chambers of Commerce, and belonged to several local clubs.

Surviving are two sons, three daughters, four grandchildren, and seven great-grandchildren.

Sidney S. Pyper, 88, a Los Angeles, Cal., laundryowner, died recently.

Robert Crooks Stanley, 74, chairman of the board of directors of The International Nickel Company of Canada, Limited, died on February 12 at his home in Staten Island, New York. He joined the company with one of its predecessors in 1901, becoming president of it in 1922. He became chairman of the board in 1949.

He was a recognized authority in the field of metal research, and his leadership in the nickel industry was outstanding. In addition, he held directorships in the Canadian Pacific Railway Company, the U. S. Steel Corporation, the Chase National Bank, the Amalgamated Metal Corporation Limited, and Henry Garner & Co., Limited, both of London.

Surviving are his widow, a son, a daughter, and four grandchildren.

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8694



Davis Overall Tags

Clearly numbered brass tags for permanent identification. Attach anywhere on garments. Will not snag or come loose. Write for free sample today.

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Cook

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All the proven features of the other Cook WASHETTES, including the extra fast washing cycle. See your jobber.

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SOAP BUILDER

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*Favorite with quality Launderers
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- FLAMONEL (Monel-Flannel)
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- PERMOPADS

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Mail your box number replies to The STARCHROOM LAUNDRY JOURNAL, 304 East 45th St., New York 17, N. Y.

LAUNDRIES and CLEANING PLANTS FOR SALE

LAUNDRY PLANTS and DRYCLEANING PLANTS. 100% PROPOSITIONS. New York, New Jersey, Connecticut, Pennsylvania. Other Sections—WHERE DO YOU WANT TO LOCATE? Richard J. Muller—Lic. Broker, 89-16 184 St., Jamaica 3, N. Y. Tel REPUBLIC 9-3016. 4446-2

COMBINATION LAUNDRY AND DRYCLEANING PLANT. newly equipped and new building. Located in the heart of the Big Horn Mountains. Real western atmosphere. Stock raising, oil and farming community. Drawing population 18,000. Selling account of ill health. Write Box 45, Worland, Wyoming. 9157-2

LAUNDRY and DRYCLEANING PLANT located in fast-growing SOUTHERN CALIFORNIA city. New, modern, drive-in building. Annual volume approximately \$100,000. ADDRESS: Box 9219, STARCHROOM LAUNDRY JOURNAL. -2

Small but complete Laundry and Press Shop located in densely populated WESTERN NEW YORK area. New equipment. Excellent opportunity for one interested in the business. ADDRESS: Box 9233, STARCHROOM LAUNDRY JOURNAL. -2

For Sale or Trade: Laundry and self-service. Complete equipment all in good condition. No competition. Located in North Central Nebraska. Town of about 3,000 population. For details write: L. E. Finley, Ainsworth, Nebraska. 9298-2

LAUNDRY AND DRYCLEANING PLANT, 1950 GROSS \$32,000. SALE PRICE, \$25,000. INCLUDES BRICK BUILDING, EQUIPMENT AND INVENTORY. CLAYTON LAUNDRY & DRYCLEANERS, CLAYTON, NEW MEXICO. 9298-2

LAUNDRY AND CLEANING PLANT FOR SALE in Southern New England. Volume 1950, \$67,000. Very reasonably priced. ADDRESS: Box 9307, STARCHROOM LAUNDRY JOURNAL. -2

ALL SERVICE LAUNDRY PLANT in Southern New England. \$85,000 annual business. Part of plant rented with added income of \$2,800 a year. Three routes and cash and carry. All of plant in good condition. Property included in sale. Main building 90' x 150'. ADDRESS: Box 9308, STARCHROOM LAUNDRY JOURNAL. -2

Laundry in New Haven, Conn. Volume about \$130,000 yearly. Can be increased. Good location for drive-in. Building on main thoroughfare. ADDRESS: Box 9309, STARCHROOM LAUNDRY JOURNAL. -2

Laundry for sale. Small plant in Long Island, N. Y. Excellent opportunity. Phone: President 4-6210, after 8 P.M. or Write: Box #9313, STARCHROOM LAUNDRY JOURNAL. -2

Good medium sized laundry with new package unit. Midwest town 40,000 near Army Camp. An exceptional buy at \$70,000. ADDRESS: Box 9315, STARCHROOM LAUNDRY JOURNAL. -2

ONLY LAUNDRY in City of 25,000, very well equipped, also Drycleaning. Located in the heart of WISCONSIN FOX RIVER VALLEY. Excellent opportunity, have other interests. WRITE: N. E. Ehle, 518 West College Avenue, Appleton, Wisconsin. 9322-2

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WANTED — PLANTS — ALL KINDS — New York, New Jersey, Connecticut. **BUYERS WAITING — LIST YOURS.** RICHARD J. MULLER Lic. Broker, 89-16 184 St., Jamaica 3, N. Y. Tel. REPUBLIC 9-3016. 4324-1

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WANTED: LINEN SUPPLY AND LAUNDRY BUSINESS, small or large, anywhere in the U. S. A. Replies held confidential. ADDRESS: Box 9249, STARCHROOM LAUNDRY JOURNAL. -1

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ATTENTION LAUNDRIES & DRYCLEANING PLANTS! YOUR EMPLOYMENT NEEDS SOLVED. A new department—managed by an expert in your field will assure you proper referrals—from Top Executive to general clerical. **CALL MR. MENKEN AT BRYANT 9-3118** or write Laundry Division, AAA Personnel, Inc., 226 W. 42nd Street, New York 18, N. Y. 9257-25

CENTRIZE: CENTRIFUGAL WASHING IN YOUR EXTRACTOR. Installations in over 100 plants demonstrate outstanding possibilities for big savings in machinery, supplies, water, power and labor while producing beautiful quality work at a much higher profit. Write for detailed information to **HOWARD FINK AND SONS**, Laundry owners and engineers, 2224 63rd Street, Kenosha, Wisconsin. 9286-85

PROFESSIONAL NOTICES

CARRUTHERS' LAUNDRY BULLETIN—the statistical Bulletin for the Laundry Industry—weekly sales reports—monthly cost trends and articles of timely interest. 64 Bulletins—\$12 annually. John Carruthers Co., Inc., 909 Little Building, Boston—statistical organization affiliated with John Carruthers & Company, Accountants and Management Consultants, Boston, Hartford, and Washington. 2627-27

LAUNDRY LISTS

Laundry Lists: Our Catalog Lists, 4 1/4 x 11, white bond paper, black ink, padded, 20,000 Freight prepaid. Also Colored Lists. Ask for Catalog and prices. We also print Bundle Inserts, Driver Route Sheets, etc. Breslin Press, Inc., Finch Bldg., St. Paul 1, Minn. 9277-94

SITUATIONS WANTED

SALES MANAGER, top man in field, desires locating in Southern states. Knowledge drycleaning, claims, production. Good promotional man. ADDRESS: Box 9203, STARCHROOM LAUNDRY JOURNAL. -5

LAUNDRY SUPERINTENDENT, OVER 25 YEARS EXECUTIVE EXPERIENCE, labor management and production record above the average. Family man, no drinker. Prefer Midwest or South. ADDRESS: Box 9299, STARCHROOM LAUNDRY JOURNAL. -5

PROFIT MAKER FOR SALE: Background of general hard-hitting business experience has enabled me to produce worth-while earnings over past ten years in present connection. Recent sale of plant permits change. Present Laundry Drycleaning volume \$250,000. Good labor record—profitable plant, layout, incentive wage plans have reduced turnover in tough labor market. Minimum salary \$10,000 with bonus provision on increased profits. Personal interview suggested rather than correspondence. Will travel part time if required. Write: Box #9314, STARCHROOM LAUNDRY JOURNAL. -5

EXPERIENCED LAUNDRY EXECUTIVE desires chance to prove qualifications. Always produced good results. Well educated, sober and dependable. Best references. ADDRESS: Box 9321, STARCHROOM LAUNDRY JOURNAL. -5

Laundry and Drycleaning Superintendent-Manager: Experienced in getting good production with high quality at low unit cost. Desires position within 50 miles, Metropolitan New York City. ADDRESS: Box 9323, STARCHROOM LAUNDRY JOURNAL. -5

INDUSTRIAL LAUNDRY SALES MANAGER: Proven ability in sales and administration. Desires permanent position with progressive organization on an incentive basis. ADDRESS: Box 9328, STARCHROOM LAUNDRY JOURNAL. -5

HELP WANTED

LAUNDRY and DRYCLEANING MANAGER: Experience necessary; ability in low-cost quality production, sales, power plant, office controls required; old firm, salary plus profit share; permanent position Pacific Coast. **ADDRESS: Box 9250, STARCHROOM LAUNDRY JOURNAL.** -7

Laundry superintendent for Clift Hotel, San Francisco, new laundry. Ready for operation April 1st. Completely equipped with latest American Laundry Machinery. Excellent working conditions. Modern in every respect. Only applicants with successful past experience and good references will be considered. Dwight H. Hart, Jr., Mgr. Clift Hotel, San Francisco, California. 9293-7

LAUNDRY AND DRYCLEANING MANAGER thoroughly experienced for small Connecticut plant. Salary and profit sharing. State experience, age, references, expected pay. **ADDRESS: Box 9300, STARCHROOM LAUNDRY JOURNAL.** -7

SALES AND SERVICE MANAGER: Must have wide practical experience in all phases of laundry, linen supply and drycleaning sales. Must be able to accept full responsibility for entire sales program (organization, promotion, supervision and training). Guaranteed salary plus commission on increased sales. Location—A growing midwest city with a trading area of over 500,000. Present weekly volume \$10,000. Give complete information concerning abilities, experience, references and qualifications. **ADDRESS: Box 9305, STARCHROOM LAUNDRY JOURNAL.** -7

General Plant Supervisor and Manager wanted to take complete charge of a New Industrial Laundry located in Toledo, Ohio. Must be experienced in plant maintenance, production and personnel training and all other operations. State age, qualifications and salary required. **ADDRESS: Box 9316, STARCHROOM LAUNDRY JOURNAL.** -7

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44,000 FIVE INCH, BRASS, BALL-POINT LAUNDRY PINS

SPECIAL PRICE: \$95.00 per thousand.

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CARDING WIRE: For Curtain and Blanket Stretchers. G. W. ROBINSON CO., 36 Pleasant Street, Watertown, Mass. 3240-38

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REPAIR PARTS FOR ASHER IRONERS, GEARS ALL SIZES. Expert service men. Full line of Asher ironers, rebuilt by men who know how. **BAEHR LAUNDRY MACHINE CO., 29 Calumet Street, Newark 5, N. J.** 1228-37

GEARS AND PARTS on hand for practically all makes of washers, ironers, tumblers and extractors. Prompt delivery of replacement wooden shells and cylinders, which we have been manufacturing for over 25 years. **CUMMINGS-LANDAU LAUNDRY MACHINERY CO., 313 Ten Eyck Street, BROOKLYN 6, N. Y.** 5009-37

POWER PLANT EQUIPMENT FOR SALE

COMPRESSORS, INGERSOLL RAND MODEL 534-D9, driven by 10 h.p. motor, **QUINCY MODEL 336-7** driven by 7½ h.p. motor, **CURTIS TWIN CYLINDER 3½x3½** driven by 5 h.p. motor. **COMPRESSORS COMPLETE WITH TANKS, AUTOMATIC CUT-OFF VALVE, ALL ACCESSORIES CONNECTED UP AS SELF-CONTAINED UNIT ON BEDPLATE.** **CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y.** 9208-36

One 9 year old 60 H.P. Leffel Scotch Marine 125 # pressure with McClure stoker and controls. One 125 H.P. Kewanee No. 318 low pressure, heating boiler, portable fire box with Iron Fireman stoker and controls. Both boilers available in June. **MODERN LAUNDRY, 200 Prairie St., Rockford, Illinois.** 9329-36

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ASHER ironers 48 x 120—38 x 120. Rebuilt, big stock, Terms. **Baehr Laundry Machine Company, 29 Calumet Street, Newark 5, N. J.** 2240-4

REBUILT LAUNDRY AND DRYCLEANING MACHINERY — washers, extractors, ironers, presses, tumblers, filters, stills, boilers. Large stock on the floor **READY FOR INSPECTION AND DELIVERY.** Complete plants installed. **IMPERIAL LAUNDRY MACHINERY CO., 245 Huron St., Brooklyn 22, N. Y.** 4400-4

48x120" ASHER FLATWORK IRONER. VERY ECONOMICAL MACHINE TO OPERATE. **CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y.** 4451-4

For Laundry and Drycleaning Machinery try the Keel Company, **7239 N. Western Avenue, Chicago 45, Illinois.** 4661-4

30" EXTRA DEEP AMERICAN or TROY EXTRACTORS, with NEW electrical equipment. **EVANS AUTOMATIC SHIRT STARCHING MACHINE.** **CUMMINGS-LANDAU LAUNDRY MACHINERY CO., 313 Ten Eyck Street, BROOKLYN 6, N. Y.** 4755-4

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4 Tumblers, Ellis Drier Company, 48x120" Motor-driven with motor on top, three-pocket, three-door, late type machine. Price reasonable. 3128 West Lake Street, Chicago 19, Illinois. 9146-4

NOTRUX EXTRACTOR CONTAINERS, 54" AND 59", EXCELLENT CONDITION, LIMITED QUANTITY. WILLIAMS LAUNDRY MACHINERY CO., INC., 37-16 22nd STREET, LONG ISLAND CITY 1, NEW YORK, TELEPHONE, STILLWELL 6-6666. 9201-4

American 8 roll late type Streamline Flatwork Ironer, 120", rebuilt equal to new, one year guarantee, bargain price. WILLIAMS LAUNDRY MACHINERY CO., INC., 37-16 22nd St., Long Island City 1, N. Y. 9235-4

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42x84" American Master Cascade Monel Metal 2 pocket Washers, also 30x45", 24x36" and 24x24", Monel, obtained from U. S. Gov't., practically new, bargain price. WILLIAMS LAUNDRY MACHINERY CO., INC., 37-16 22nd St., Long Island City 1, N. Y. 9240-4

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30" American extra deep Extractors, Monel baskets, also 28", 26" and 20", obtained from U. S. Gov't., like new, one year guarantee, bargain prices. WILLIAMS LAUNDRY MACHINERY CO., INC., 37-16 22nd St., Long Island City 1, N. Y. 9242-4

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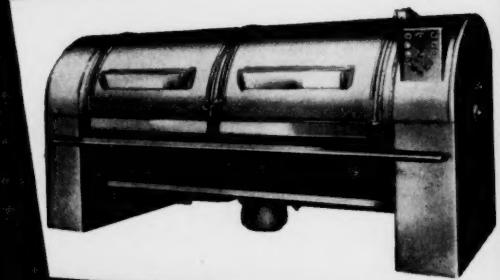
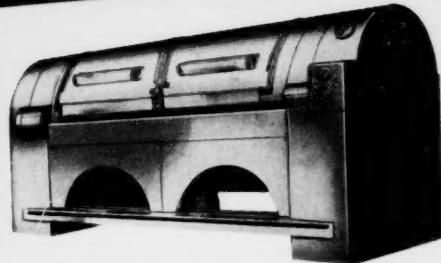
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